



Position Title: <b>Marketing Communications Manager</b>	Reports to: <b>Advancement and Enrollment Director</b>
Department: <b>Advancement</b>	FLSA Status: Exempt
Classification: <b>Regular Full Time</b>	Benefit Eligibility: <b>Yes, Full Time Benefits</b>
SOC Code: <b>11-2011</b>	Last Updated: May 19, 2021
Home Campus: <b>Keshena/Green Bay Oneida Campus</b>	Posting Status: Second Posting – Open to All
Grant Funded: <b>Fully Grant Funded</b>	Application Deadline: June 16, 2021 By 4:00 P.M.

**Position Summary:** The College is seeking a creative communicator to lead marketing and communications efforts of the organization. The Marketing and Communications Manager will report to the Advancement and Enrollment Director and develop the communications and branding strategies for print, online and social media messages.

This position is funded until September 2022 through COVID-19 emergency funding, while the College of Menominee Nation will work to make this a long-term position, it is contingent upon availability of funds and success.

#### **Position Responsibilities & Duties:**

- Designs marketing collateral and publications, including program brochures, advertisements, onsite materials.
- Manage digital initiatives to support the Colleges presence on the website and social media platforms.
- Creates branding for new products and translates brand across platforms.
- Manages print production and mailing services for marketing pieces.
- Authors, edits, designs, and develops all newsletters and content, including management of advertisers.
- Authors, designs, develops, and schedules marketing email communications.
- Develops and maintains contact lists for all external communications, including marketing lists, vendor lists.
- Project manages new publications and educational products.
- Developmental editing and proofreading of educational marketing products, programs and publications.
- Coordinate with Webmaster to update and edit webpages and integrations with website.
- Maintains social media accounts.
- Organize, lead, and collaborate on multiple communication strategies across a broad range of media.
- Develop a deep understanding of audience segments, characteristics, and needs.
- Work with the Enrollment Manager in planning messages and outlets for each audience segment.
- Work closely with Public Relations Department to improve workflow efficiency and uphold design standards and style guide.
- Gather information from diverse sources in preparation for creating content and key messages.
- Write and edit copy to meet goals of each communication medium and channel; may include press releases, podcasts, videos, newsletters, radio scripts, solicitations, brochures, advertisements, email, and website.
- Identify and research contacts and conduct interviews with subjects.
- Suggest ideas for publications, including content, format, and visuals.
- Carefully edit materials created by others.
- Monitor time to ensure projects are completed on time.

- Help foster a culture of innovation and maintain positive work relationships.
- Other duties as assigned.

**Minimum Qualifications-**To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Bachelor's degree in communications, multi-media marketing or digital media a plus.
- At least two years of proven marketing skills that include solid understanding of branding, planning, project management, and media placement.
- Must have experience understanding workflow management in a marketing environment and how to organize, lead, and collaborate on multiple communication strategies.
- Must show capacity for quickly absorbing information, developing a narrative, and writing in a clear, concise manner, using appropriate style for each channel and audience segment.
- Strong interpersonal, organizational, and communications skills.
- Excellent writing and editing skills.
- Personal initiative, ability to learn quickly and independently, and attention to detail.
- Computer skills should include familiarity with Microsoft Office and Excel, Google Workspace, and ability to learn new programs
- Proven track record of social media proficiency; knowledge of Instagram, Facebook, Twitter, LinkedIn, YouTube, etc.
- Fluency with Adobe Creative Suite plus and Canva.

**Desired Qualification:**

- 3-5 years of relevant experience.
- Proficiency with multiple forms of media hardware and software (video recording and editing, audio recording, graphic design).
- Knowledge of current graphic design software.

**Reporting to this Position:** No Direct Reports

**Physical Demands & Work Environment:**

Physical demands are classified as Sedentary - lifting no more than 10 pounds at a time and occasionally lifting or carrying articles like docket files, ledgers, and small tools.

**Work Environment**

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

-Performs administrative office Functions - Constant

-Exposure to office/class room environment - Constant

-Exposure to shop or maintenance environment - Never

**Tools & Equipment Used:** Computer, laptop, audio/video recording devices, cameras, and printer.

**WORK ENVIRONMENT:** The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this position. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. I have read and understand the expectations and physical requirements of this job description.

### **APPLICATION PROCESS**

A complete application includes:

- Letter of Interest
- Current Resume
- Completed CMN application form (available under job opportunities at <http://www.menominee.edu/careers>)
- Copy of all college level transcripts (official transcripts required upon hired)
- Three professional letters of reference
- Copy of valid WI driver license
- Proof of relevant certificates or training
- Proof of Tribal enrollment status
- Proof of honorable or general military discharge paperwork (if applicable)

**It is not the responsibility of CMN to notify applicants of missing documentation. Incomplete application packets will not be considered.**

Application materials can be mailed to:

College Of Menominee Nation  
Attn: Human Resources  
P.O. Box 1179  
Keshena, WI 54135.  
or

Email to: [hr@menominee.edu](mailto:hr@menominee.edu)

An online application is available at: <http://www.menominee.edu/careers>

Posting closes at June 16, 2021 at 4:00 PM

**NOTE: Pre-employment drug testing is part of the hiring process.  
EOE/MITW 82-10**