**Job Title:** Web Content Specialist

**State Job Classification:** Information Officer 2

**M State Location:** College wide (Campus TBD)

**Position Purpose**
This position exists to develop, coordinate, and manage the content of the College website. This position provides content strategy and management, content development and analytics to serve the college wide marketing needs. The Web Content Specialist provides daily content support, maintenance, and development of web content properties. This individual will represent the perspective of higher education web site audiences in working toward development and writing of content that is timely, accurate, well written and consistent with current web writing methodologies, as well as complete data collection and analysis to determine how to improve website function. This individual will oversee all communications and marketing aspects of the college website, with the goal of continuous improvement, and will provide leadership on the use of the Web site to support individual department communications needs. S/he will direct and coordinate the work of departmental content managers, content owners and content approvers in obtaining information about educational programs, support services, and departmental procedures for publication to the college external website. In addition, this position will maintain and manage web pages and web projects by working cross-collaboratively with other teams within the organization.

The values that guide our work include: access and opportunity, equity, inclusion and belonging, cultural competence, cultural responsive pedagogy & service, and community engagement. Our educational environments are culturally relevant, responsive, and innovative to the students we serve. Our students are assets, we affirm their identities and lived experiences, and provide spaces that are emotionally safe and reflect who students are.

**Responsibilities:**
- On a daily basis, live the mission and vision of M State to ensure a positive experience for all students and stakeholders. Service to M State students and stakeholders is core component of the position and work responsibilities.
- Content Strategy
- Web Content Development
- Content Management
- Search Engine Optimization
- Reporting
- Support for campus and college operations

---

**Detroit Lakes**
900 Highway 34 E
Detroit Lakes, MN 56501
218.846.3794 fax

**Fergus Falls**
1414 College Way
Fergus Falls, MN 56537
218.736.1510 fax

**Moorhead**
1900 28th Ave S
Moorhead, MN 56560
218.299.6810 fax

**Wadena**
405 Colfax Ave SW
Wadena, MN 56482
218.631.7901 fax
Position Qualifications:
- Bachelor’s Degree in communications, journalism, marketing or related field.
- Minimum of 3 years’ experience creating, developing, and managing web content guidelines and strategies and corresponding web-based projects with diverse internal and external constituents.
- Minimum of 3 years’ experience writing and editing content for print and web publications.
- Customer services skills sufficient to actively listen to and understand customer needs and provide accurate information and appropriate alternatives in a timely, thorough, courteous, respectful, and professional manner.
- Proficiency in search engine optimization (SEO).
- Proficiency in Microsoft Office programs.
- Strong communication skills.
- Ability to synthesize multiple perspectives to create a multi-functional online marketing presence for the college.

Preferred Qualifications:
- Bachelor’s Degree in Web Design, Interaction Design or related field, with a minimum of two years’ experience in website management, content development and user experience.
- Proficiency with content management systems such as Drupal, WordPress, SiteCore, etc.
- Proficiency in computer programs such as Adobe Creative Suite and Microsoft Office.
- Ability to develop and conduct training, focus groups and feedback gathering sessions.

Work Days/Hours: Monday – Friday | 8:00 am – 4:30 pm

Salary Range: $24.20 - $35.13 per hour
$50,530 - $73,351 annually

Benefits: Our benefits aim to balance four key elements that make life and work meaningful: health and wellness, financial well-being, professional development, and work/life harmony. As an employee, your benefits may include:
- Public pension plan
- Training and professional development
- Paid vacation and sick leave
- 11 paid holidays each year
- Paid parental leave
- Low-cost medical and dental coverage
- Prescription drug coverage
- Vision coverage
- Wellness programs and resources
- Employer paid life insurance
- Short-term and long-term disability
- Health care spending and savings accounts
• Dependent care spending account
• Tax-deferred compensation
• Employee Assistance Program (EAP)
• Tuition reimbursement
• Federal Public Service Student Loan Forgiveness Program

APPLICATION DEADLINE: October 19, 2023

How to Apply: Go to https://mn.gov/mmb/careers
• Search for Job Opening ID#69970.
• Select “Apply for Job” at the top of the page.
• If you have questions about applying for jobs, contact the job information line at 651-259-3637.
• For additional information about the application process, go to https://mn.gov/mmb/careers

Application Must Include:
• Cover letter
• Resume
• Names and contact information of 3 professional references

For more information, contact: Becky McMahan...........218.299.6533 becky.mcmahan@minnesota.edu

If you need accommodations to take part in the application process, please contact Human Resources at (218) 736-1512. For more information regarding M State, refer to our website at: http://www.minnesota.edu

NOTICE: In accordance with the Minnesota State Colleges and Universities (MnSCU) Vehicle Fleet Safety Program, employees driving on college/university business who use a rental or state vehicle, shall be required to conform to MnSCU’s vehicle use criteria and consent to a Motor Vehicle Records check.