



Marketing and Communications Specialist

We are seeking a Marketing and Communications Specialist, which is a newly-created position, to support the economic development team's programs and activities in West Central Minnesota. The Kandiyohi County & City of Willmar Economic Development Commission (EDC) is looking for an enthusiastic and creative person who establishes a positive first impression by implementing strategies to reach new business/entrepreneur clients and promotes the Willmar and Kandiyohi County area to potential jobseekers. You will have administrative duties in developing and implementing marketing strategies.

You will collaborate with the EDC's Executive Director and Business Development Manager in all stages of marketing campaigns. Your insightful contributions will help develop, expand and maintain our marketing presence and help facilitate the EDC's economic growth activities.

Job Summary

- Overall responsibility for the EDC's website, including maintaining content, search engine optimization and working with staff and partners on updates.
- Manage all social media content on Facebook, Twitter, LinkedIn, YouTube and any new platforms that are impactful to engage our clients and promote our services.
- Research, acquire and schedule a variety of relevant content to post on these platforms using tools, such as Google Alerts and Buffer with a schedule of engagement one to two times weekly.
- Execute Constant Contact (for email campaigns) and direct mail campaigns.
- Responsible for writing, editing and designing the EDC quarterly newsletter.
- EDC staff liaison to the EDC's Marketing & Public Relations Committee, one of five standing committees for the organization.
- Coordinating or assisting with special events as needed, including the Elevate Program and the Partners in Ag Innovation Conference. Set up and run booths at twice annual local job fairs.
- Provide assistance to the EDC staff in creating marketing materials and strategies to position the greater Kandiyohi County area for growth and as a great place to do business.
- Provide in-house design support and expertise as needed for presentations, brochures, ads, flyers, and occasional e-Blasts, etc. Create, edit and manage online blogs and short videos.
- Provide media/public relations support and guidance to staff members.
- Promptly and courteously answer questions received from the public and/or referring them to the appropriate person or agency.
- Have a strong knowledge of a variety of software that includes, Word, Outlook, InDesign, Photoshop, Adobe, etc.
- Attend networking events as needed.

Minimum Requirements

- Bachelor's Degree in Marketing, Communications, Public Relations or related degree.
- One to two years or more of experience in marketing/communications responsibilities, including social media marketing, website maintenance, and print marketing.
- Proficiency in social media platforms (Facebook, LinkedIn, Twitter), website platforms (WordPress), Adobe Suite, Acrobat, InDesign, and Photoshop.
- Strong verbal and written communications skills.

Expectations

- Strong desire to learn along with professional drive.
- Collaborate with staff and the EDC's partners.
- Team player and open to feedback.
- Proactive, anticipate needs and able to evaluate alternatives.

Salary & Related

- This new position is [80% of fulltime or] 32 hours per week. The EDC is willing to consider up to 16 hours per week in a remote work environment.
- The pay range for this position is \$44,928 to \$54,912 per year, with specific pay determined based on qualifications and experience you bring to the role.
- The employee benefits applicable to this position include holiday, vacation, sick leave and time off for jury duty; single healthcare coverage; Public Employees Retirement Association (PERA) benefits;
- Other benefits--professional development, cell phone and travel reimbursement.