



Bemidji State University and Northwest Technical College
invite applications for the position of:

Web Content Manager, Communications and Marketing

MAPE JOB POSTING

CLASSIFICATION:	Information Officer 3 – (PCN 01124294)
OPENING DATE:	February 12, 2024
INTERNAL BID DEADLINE:	Monday, February 19, 2024, at 4:30 p.m.
CLOSING DATE:	Tuesday, March 5, 2024, at 11:59 p.m.
POSITION LOCATION:	Bemidji State University / Northwest Technical College
JOB TYPE/SCHEDULE:	Temporary / Nonexempt / Full-time; Monday–Friday 8:00 a.m.– 4:30 p.m.
PAY RANGE:	Depends on Qualifications; current pay range is \$26.64 – \$39.06 per hour

BEMIDJI STATE UNIVERSITY (BSU) and NORTHWEST TECHNICAL COLLEGE (NTC) invite applicants to join our Communications and Marketing team as a **Web Content Manager**. BSU and NTC are members of the Minnesota State system of colleges and universities and employ more than 600 faculty and staff.

BSU's vision is to educate people to lead inspired lives. To accomplish BSU's vision, the University prioritizes creating a culture in which diversity is embraced and all people are safe, welcome, and validated. BSU also prioritizes increasing engagement with Indigenous communities to become a destination university. BSU enrolls around 5,000 students and offers more than 70 undergraduate majors and eight graduate degrees encompassing arts, sciences and select professional programs. BSU's [*Shared Fundamental Values*](#) include civic engagement and leadership, international and multicultural understanding, belief in the power of the liberal arts, and environmental stewardship. Centered between the three largest Tribal nations in Minnesota – Leech Lake, Red Lake and White Earth – BSU also prioritizes increasing engagement with American Indian communities to become a destination university.

NTC has prepared students for fulfilling careers in high-demand fields for more than 50 years. The college's accessible, affordable, hands-on programs also help the region's employers meet their ever-growing need for a highly skilled workforce. NTC serves more than 1,000 students with an excellent education, an open-enrollment policy and affordable tuition. Students may pursue nearly 40 degree, diploma and certificate programs in six distinct career paths. Classes are offered on campus, online, or as a combination of both.

The **Web Content Manager** is responsible for managing the institutional presences of both Bemidji State University and Northwest Technical College through various digital channels, including but not limited to the

web, mobile applications and new technologies that may emerge in the future. This position manages content on both the BemidjiState.edu and NTCMN.edu networks of websites and will ensure that target audiences are able to successfully discover, navigate and engage with the sites and their content, and are then able to successfully complete intended actions.

Responsibilities of the Web Content Manager include:

- **Web Content Manager. (50%)**
 - Maintaining website content for Bemidji State University and Northwest Technical College. This includes planning, preparing, posting and maintaining content on institutional websites, with particular emphasis on externally focused marketing information. Collaborating with internal staff and/or third-party vendors to create or curate needed content such as photos, video, audio, graphics, illustrations, animations, or other similar content.
- **Web Content Team Supervision and Project Management. (20%)**
 - Recruiting, managing and directing work activities of website content team student workers. Assigning and supervising work related to day-to-day content edits for both institutional websites, and developing and managing programs for regular, systematic reviews of site content. Partnering with Information Technology Services web team, as necessary.
- **Data, Analytics, Accessibility and Compliance. (20%)**
 - Acting as the OCM team lead for web analytics, quality control and search engine optimization. Obtaining, organizing and distributing data regarding web traffic and site navigation from Google Analytics and/or other tools. Managing web governance and tactical teams, ensuring that institutional web sites, their content, and other digital marketing content is in compliance with college, university, Minnesota State system, state of Minnesota and/or federal guidelines, laws, policies or procedures related to digital content, including Americans with Disabilities Act compliance.
- **Professional Development (5%)**
 - Participating in professional development and continuous improvement activities by attending conferences or web development related training. Staying current on trends in content management and higher education website design by reviewing trade publications, software, and hardware documentation, e-mails, newsletters, or other relevant publications.
- **Related Functions. (5%)**
 - Other duties as assigned.

Minimum qualifications for this position include:

- Bachelor's Degree in Communications, Marketing, Web Design, Writing, Project Management, or related field and one year of experience; **OR** an equivalent combination of relatable education and experience in website front-end development, writing, and content management.
- Demonstrated ability to use gathered assets including written copy, audio, video, photos and/or other graphics to develop engaging and informative multimedia website content.
- Proficiency with web content management systems such as WordPress (preferred).
- Proficiency in developing and managing workflows and quality control processes in a content management system.
- Proficiency in web analytics – including but not limited to Google Analytics.
- Proficiency with user-oriented/UX design, including usability, user research, and accessibility.

Preferred qualifications include:

- Web content management experience in a higher education setting.
- Project management experience in a real-world setting.
- Experience developing websites using user-centered design principles, responsive design techniques, and client-side user interface development.
- Proficiency using computer software suites such as Microsoft Office 365 and Adobe Creative Suite.
- A demonstrated commitment to the principles of diversity, equity, inclusion, and anti-racism.

To facilitate the review, assessment, and evaluation process, please ensure that your application and/or resume clearly demonstrate fulfillment of these required and preferred qualifications.

Other considerations:

- All applicants must be able to lawfully accept employment in the United States at the time of an offer of employment.
- Official transcript(s) must be provided to Human Resources upon hire.
- Employment for this position is covered by the collective bargaining agreement for the Minnesota Association of Professional Employees (MAPE), which can be found at <https://mn.gov/mmb/employee-relations/labor-relations/labor/mape.jsp>
- In accordance with the Minnesota State Colleges and Universities (MinnState) Vehicle Fleet Safety Program, faculty and staff driving on college/university business, who use a rental or state vehicle, shall be required to complete a vehicle Use Agreement form and conform to MinnState's vehicle use criteria and consent to a motor vehicle records check annually.
- BSU and NTC are tobacco free workplaces ([see policy](#)).

TO APPLY:

Apply for **Vacancy Posting 73714**, on the Minnesota Management & Budget (MMB) website:
<http://mn.gov/mmb/careers/>

If you are unable to apply online, please contact the job information line at 651.259.3637
For additional information about the application process, go to <http://www.mn.gov/careers>

Internal Bid Process - Open for Bids from eligible MAPE members from 2/12 – 2/19/2024. Any current employee interested in this position and eligible to bid should submit a [Bid Application](#) by 4:30 p.m. on Monday, February 19, 2024, to Mary Miller in the HR office at mary.miller@bemidjistate.edu. The bid form may also be found on the [Human Resources website](#).

Note: Internal bid applications will be considered prior to filling the position via the public application process and, therefore, this posting may be closed due to contractual obligations.

Inquiries about the position:

Timothy Cobb, Executive Director, Marketing & Communications
Email: timothy.cobb@bemidjistate.edu

If you have general questions about this posting or submitting an application, contact Mary Miller at mary.miller@bemidjistate.edu

All employees must comply with department and institution procedures and policies, MnState policies and procedures, as well as local, state and federal laws, regulations, guidelines and business and industry standards.

This description is intended to indicate the kinds of tasks and level of work difficulty required of the position. It is not intended to limit or modify the right of any supervisor to assign, direct and control the work of employees under his/her supervision. The use of a particular expression or illustration describing duties shall not be held to exclude other duties not mentioned that are of similar level of difficulty.

UNIVERSITY / COMMUNITY WHY BEMIDJI:

The greater Bemidji community has a population of 25,000 and serves as a regional center for education, commerce, recreation, health care, and the arts.

Bemidji State University, located amid the lakes and forests of northern Minnesota, occupies a wooded campus along the shore of Lake Bemidji. Enrolling more than 5,100 students, Bemidji State offers more than 80 undergraduate majors and eight graduate degrees encompassing arts, sciences and select professional programs. BSU is a member of the Minnesota State system of colleges and universities and has a faculty and staff of more than 550. The university's Shared Fundamental Values include environmental stewardship, civic engagement and international and multicultural understanding.

Northwest Technical College has prepared students for fulfilling careers in high-demand fields for more than 50 years. The college's accessible, affordable, hands-on programs also help the region's employers meet their ever-growing need for a highly skilled workforce. NTC serves more than 1,000 students with an excellent education, an open-enrollment policy and affordable tuition. Students may pursue nearly 40 degree, diploma and certificate programs in six distinct career paths. Classes are offered on campus, online, or as a combination of both. NTC is a member of the Minnesota State system of colleges and universities.

In this Northwoods setting, students, staff and faculty have a variety of activities at their fingertips. Possessing all the charm and character of a college town, Bemidji remains a tight-knit community of good neighbors and engaged citizens who always come out to cheer for the Bemidji State Beavers. While the city of Bemidji — named after the Ojibwe Chief Shaynowishkung (nicknamed Bemidji) — is home to a diverse population of more than 15,000 people, it serves a regional population of more than 100,000.

Located between three American Indian reservations — Leech Lake, Red Lake and White Earth, students at Bemidji State University and Northwest Technical College have the opportunity to experience a dynamic local culture and history. Bemidji also sits at the center of the legends of Paul Bunyan and Babe the Blue Ox. The famous statues of Paul and Babe greet students as they drive in from the south along Lake Bemidji.

Though quaint and historic, the city offers the urban conveniences upon which college students rely. Bemidji State and Northwest Tech are both conveniently located minutes away from affordable restaurants, cozy coffee shops, grocery stores, city parks and more. Small, locally owned shops and art sculptures line the streets of downtown Bemidji, while national chains can be found in and around the Bemidji area, including an uptown selection of department stores and restaurants.

The thriving downtown community presents ample opportunities for engagement off-campus. Among other things, there are fine-dining restaurants, cafes, and a natural foods co-op in downtown Bemidji. The historic Paul Bunyan Playhouse has a calendar of classic shows; restaurants and lounges offer weekly live music performances; the First Friday Art Walk provides a tour of new monthly art exhibits; and annual events such as the Loop the Lake Festival, the Dragon Boat Festival, the Blue Ox Marathon, Bemidji Winterfest, and The Minnesota Finlandia bring the community together.

For those who love the outdoors, there are wooded, multi-use trail systems within minutes of campus and community parks with walking trails, playgrounds and a skate park. Lake Bemidji State Park and its miles of navigable trails is located directly across the lake from BSU, and the Buena Vista Ski Area — just 12 miles north of campus — offers downhill skiing and campus-sponsored student transportation in the winter months. Further, the Mississippi River Headwaters is a mere 45 minutes from Bemidji.

For further information, visit our websites at: <http://www.bemidjistate.edu> and <https://www.ntcmn.edu>

Review a "special report on how this former lumber town has rebuilt itself as a high-speed, regional center of enterprise" at [Bemidji 2.0](#)

Other Resources:

- Visit Bemidji – <https://www.visitbemidji.com/>
- 218 Relocate / Greater Bemidji – <https://www.218relocate.com/>
- Bemidji Area Chamber of Commerce – <https://www.bemidji.org/>
- Explore Minnesota – <https://www.exploreminnesota.com/article/top-things-to-do-bemidji>

Statement of Notice

Bemidji State University and Northwest Technical College prohibit discrimination and sexual violence of any kind. Contact the Center for Civil Rights [Investigation Office](#) if you have concerns regarding discrimination and/or sexual violence. Per [Minnesota State System Procedure 1B.3.1](#), all universities and colleges must provide contact information of their Title IX Coordinator.

Megan Zothman, Campus Human Resources Officer & Title IX Coordinator

Email: TitleIX@bemidjistate.edu or Megan.Zothman@BemidjiState.edu

Phone: (218) 755-2502

1500 Birchmont Drive NE, Deputy Hall, Room 335, Bemidji, MN 56601

Bemidji State University / Northwest Technical College are Affirmative Action Equal Opportunity Employers and Educators. This document is available in alternative formats to individuals with disabilities. Consumers with hearing or speech disabilities may contact us via their preferred Telecommunications Relay Service.
