



## UNIVERSITY OF MINNESOTA ROCHESTER

### **Content Creation Specialist**

The primary role of the Content Creation Specialist is to execute and support efforts to increase awareness and interest in the University of Minnesota Rochester (UMR). This position will effectively and creatively communicate UMR news and information to key stakeholders, working with the UMR community to develop and distribute content that is clear, concise, actionable and engaging. This position will distribute information to reach target audiences through UMR's website, social media channels, email newsletters, media relations and additional communication platforms.

This full-time, 12-month position reports directly to the Director of Communication and Marketing. Working closely with members of the Communications and Marketing team, this position serves a key role in working collaboratively with internal stakeholders to share UMR's strategic vision; story of innovation, student success, and world-class education.

#### **Duties and Responsibilities**

##### **Content Creation - 35%**

- Write vibrant feature stories and news releases about students, faculty, staff, alumni and University events including developing and executing a communication plan using traditional media and electronic technology (e.g. social media) to connect and inform target audiences.
- Represent all people in an inclusive and respectful manner.
- Assist with internal communications and weekly e-newsletter.
- Take photos/video as needed.
- Build relationships with campus departments and other units to seek story-sharing and story-exploration opportunities.
- Edit and proof internal and external communications, utilizing Associated Press (AP) guidelines when appropriate.

##### **Social Media - 35%**

- Assist the Director of Communication and Marketing with management of University of Minnesota Rochester social media to ensure it is brand compliant.
- Plan and develop social media strategies that support enrollment management activities
- Manage day-to-day social media operation.

- Develop relevant content topics and campaigns to reach the target audiences on relevant social media platforms.
- Continuously improve social performance by capturing, analyzing and reporting on appropriate Key Performance Indicators/metrics and insights for leadership to make strategic decisions.
- Compile and share social media reports and trends with key internal stakeholders.

#### **Event Promotion and Communication - 15%**

- Attend campus events as needed to share the UMR experience with other key stakeholders.
- Assist the events manager and student activities coordinator in event promotion and communication.

#### **Media Relations - 10%**

- Collaborate with the Director to disseminate news releases and feature stories to local, regional and other media.
- Build and maintain media relationships with local and regional media.
- Develop and promote story ideas about campus events, students, faculty and staff to local, regional and other media.
- Work with members of the media when they are on campus.

#### **Mascot Relations - 5%**

- Build UMR's Mascot program, noting that this campus does not have sports teams.
- Generate spirit and awareness for UMR by recruiting, preserving Rockie's identity, training and managing mascot appearances.

#### **Days and Schedule**

- Monday through Friday, typically from 8 a.m. - 4:30 p.m., with occasional evenings and weekends; schedule flexibility available. Remote workplace flexibility with an expectation to work from campus 50%.

#### **Required Qualifications**

- BA/BS degree or a combination of related education and relevant, professional work experience to equal at least four years.



## **Preferred Qualifications**

- Degree in communications, marketing, journalism, English or a related field.
- Demonstrated excellent written and verbal communication skills,
- An enthusiastic storyteller and media consumer; experience with implementing creative social media strategies, managing high-quality content on social media platforms and measuring campaign success.
- Be creative and strategic in amplifying stories through internal/external communications vehicles in collaboration with University Relations and other partners; willing to innovate, experiment, and try new things,
- An honest and positive teammate excited to contribute in a variety of ways to a successful and supportive team; excellent communication and teamwork skills with the ability to work collaboratively.
- Employ curiosity, personal initiative, and problem-solving skills to translate complex research topics into everyday language for general audiences;
- Utilize strong organizational skills, and an ability to juggle multiple tasks in a professional manner;
- Model UMR values of respect, diversity and inclusivity, community, evidenced-based decision making, and human potential.

<b>Job Code</b>	<b>Job Class</b>	<b>Class Title</b>
8341CG	CS	M&C Pro 1-Comm Gen
<b>Focus Area</b>	<b>FTE</b>	<b>HR Approved</b>
CR	1.0	
UMR Internal (Working) Title:	Content Creation Specialist	

