



# WHITE EARTH TRIBAL & COMMUNITY COLLEGE

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## Marketing and Communications Coordinator

### Position Information

The marketing and communications coordinator creates and executes marketing and communications plans to drive enrollments, increase community engagement, and build the college's reputation and brand. The coordinator conceives, develops, creates, edits, produces, implements, and purchases promotional products for media outlets. This position is under the supervision of the provost.

### Duties & Responsibilities

- Strategic planning: develop marketing strategies to meet defined goals.
- Brand management: develop brand strategies and plans to maintain brand consistency and develop brand loyalty.
- Market research: conduct and analyze market research to improve recruitment efforts.
- Campaign management: plan, design, implement, and manage marketing campaigns across SEO/SEM, social media, email, and display advertising.
- Content creation: design, write, and produce promotional materials, such as catalogs, brochures, flyers, and program guides.
- Data analysis: measure and report on marketing efforts and effectiveness.
- Enter and update website content.
- Maintains relationships with suppliers and vendors.
- Collaborate with internal departments to build and maintain programs.
- Develop and manage annual marketing budgets.
- Serves on college committees.
- Participate in professional development offered by the college or external organizations.
- All other duties assigned.

Work Schedule: Monday-Friday, 8:00-4:30. Evening and weekends are sometimes required. This position is on-site at the WETCC campus in Mahanomen, Minnesota. Some travel may be required.

Advertised Salary: \$31.75/hour.

### Minimum Qualifications

- An associate's degree in marketing, communications, public relations, business administration (marketing emphasis), or related field.
- Two or more years of work experience in marketing, communications, or a related field.
- Experience developing and implementing strategic marketing and communications plans.
- A combination of education and experience may be considered.

### Preferred Qualifications

- Bachelor's degree in marketing, communications, public relations, business, or a related field.
- Experience in managing social media platforms and digital marketing campaigns.
- Experience maintaining websites or content management systems.
- Professional photography and/or videography experience.
- Experience in higher education, tribal organizations, or nonprofit marketing.

### Knowledge, Skills, and Abilities

- Proficient in digital tools like Google Analytics, Canva, etc.
- Strong copywriting and editing skills
- Strong content creation skills
- Ability to gather and analyze data
- Knowledge of the community and Anishinaabe culture.
- Strong skills in print design, photography, and video editing
- Ability to communicate effectively through written and oral correspondence
- Team player

### Certificates, Licenses, and Registrations

- Valid driver's license and insurance to travel as needed.

Applicant Materials Required: Resume, cover letter, three professional references, completed WETCC application, and background check consent form. The application and consent form can be found at [www.wetcc.edu](http://www.wetcc.edu).

### Benefits

WETCC offers a comprehensive benefits package for full-time employees, including company-paid life and disability. Other benefits include Health, Dental, HSA with company match, additional life insurance, accident, critical illness, hospital indemnity, vision, Legal & ID Shield, and medical & dependent care FSA. The effective date for new full-time employees is the first of the month following the date of hire.

Traditional or Roth 401k with a company match up to 5%, fully vested from day one, the effective date for 401k is the first of the month following 90 days of employment, for full and part-time employees.

WETCC offers annual leave and sick leave, which both start from the date of hire. WETCC has 19 paid holidays a year.

### About WETCC

Established as a not-for-profit tribally controlled educational institution of higher learning, the first Charter was approved on February 5, 1998 "...to provide adult education and post-secondary educational services to enrolled members of the White Earth Reservation and to other eligible [Indigenous] and non-[Indigenous] residents of the area..."

Accredited by The Higher Learning Commission

### Purpose Statements

- The college will present learning as a life-long process of discovery of knowledge embedded in the intellectual disciplines and the traditions of the Anishinaabe people.
- The college will support the self-determination of the Anishinaabe people through the preservation and promotion of their history, culture, and language.
- The college will seek to address the social, political, and economic needs of the White Earth Reservation through programs that encourage service to the community.
- The college will promote a philosophy based on the seven teachings of the Anishinaabe.

Mission - White Earth Tribal and Community College is an institution of higher learning dedicated to academic excellence grounded in Anishinaabe culture, values, and traditions.

Vision – *Gaa-miinigoowizid Anishinaabe Gibimiwidoomin niigaanakeyaa* – “We all are carrying into the future the way the Anishinaabeg was gifted.”

The White Earth Tribal & Community College in accordance with Federal law and U.S. Department of Agriculture policy, this institute is prohibited from discriminating based on race, color, religion, sex, gender, sexual orientation, national origin, ancestry, age, marital status, disability, or any other characteristic protected by law.