



**Minot Area Chamber EDC (MACEDC)
Communications and Outreach Specialist**

Be a part of the Magic in Minot! The Minot Area Chamber EDC is looking for a Communications and Outreach Specialist to execute and oversee content strategy, branding, member investor outreach, promotion of event and programs and serve as a community champion for workforce development initiatives.

This position will develop and distribute content through various internal and external channels and support partner relationships. Updating and creating content for online, publications, websites and social media content will be an important part of the position. The role will track and analyze data for how to inform our network and provide impact measurements. The individual in this position should have a creative vision, effective process and project management, content development skills, data analysis, collaboration desire, and have the ability to see big picture for aligning content and data to engage and impact our networks.

The Communications and Outreach Specialist supports programming for both the chamber and economic development efforts, including a new organizational focus on workforce development.

This position is under the direction of the President | CEO to perform the following essential job functions:

- Develop and implement communication strategy, both internal and external
- Manage marketing contracts and build partner relationships
- Budget management for marketing materials, programs and strategies
- Create and administer content for newsletters, communication strategy and social media platforms
- Content updates to website and provide dashboard reports to President | CEO, team and Board of Directors
- Develop member marketing and outreach materials
- Provide market research campaign results
- Coordinate event and program promotions
- Assist in planning and branding signature events
- Create press releases and media outreach
- Develop and manage brand strategy and serve as a liaison for Minot One Brand
- Manage new Wayfinders workforce online pilot program tracking key metrics
- Other key elements for success may be assigned

Qualifications:

- Experience working communications, marketing or public outreach
- Degree desired in strategic communications, public relations, marketing, graphic design or related field
- Experience in social media content management, platform capabilities
- Understanding implementation of LOIS and other supported platforms/tools used for economic development



- Proficient in AP style word press and data analytics
- Proficiency with Microsoft office, Adobe Suite and other related programs
- Strong organizational, communication with oral and written with excellent eye for detail
- Willing to be a team player in a small office environment

Job Type: Full-Time, 40 hours/week

Salary Position: dependent on experience

HOW TO APPLY

Candidates should apply with resume, cover letter and references to:

Brekka Kramer, Minot Area Chamber EDC President | CEO brekka@minotchamberedc.com

For questions or more information contact:

Jaime Hauge, Minot Area Chamber EDC Executive Assistant jaime@minotchamberedc.com

All applicants will remain confidential through the selection process.

Deadline: November 10, 2022

EQUAL OPPORTUNITY EMPLOYER

MACEDC is an Equal Opportunity Employer. We do not discriminate on the basis of age, gender, race, color, national origin, religion, disability, or any other class or status protected by law.

IMPORTANT: *If submitting your resume online, you hereby authorize the MACEDC to contact, obtain, and verify the accuracy of information contained in this application from all previous employers, references, and educational institutions. You also hereby release from liability the MACEDC and its representatives for seeking, gathering, and using such information to make employment decisions and all other persons or organizations for providing such information.*

You understand that any misrepresentation or material omission made by you on this application will be sufficient cause for cancellation of this application or immediate termination of employment if you are employed, whenever it may be discovered.