



Upper Minnesota Valley
REGIONAL DEVELOPMENT COMMISSION
Helping Communities Prosper

Communications Assistant Position Description

Full Time

COMMUNICATIONS ASSISTANT:

Join a growing 5-county agency located in Appleton, MN. Work on exciting and diverse projects with a team of other professionals. Opportunities for growth! Degree or experience desired in graphic design, public relations, marketing, communication, administrative support. \$37,000 + DOE, great benefits. \$1,000 signing incentive. Application at www.umvrdc.org EOE

Job Purpose:

As a Communications Assistant you will be responsible for supporting the development and implementation of comprehensive communication strategies for the UMVRDC. This includes providing assistance to several specific programs including: Western Mn Prairie Waters, a multi-county tourism program; Minnesota River Valley Scenic Byway; Meander Art Crawl; WesMN Revolving Loan Fund; UMVRDC agency marketing; and various other community development plans and projects.

Skills/Qualifications:

- ❖ Solid verbal, presentation and written communication skills.
- ❖ Some travel and night meetings required.
- ❖ Ability to develop strong relationships with key partners, both internal and external.
- ❖ Solid project management skills and experience; ability to manage multiple priorities independently.
- ❖ Ability to clearly present both routine and more complex concepts and ideas, including an ability to effectively communicate with managers/directors.

- ❖ Understanding of and experience with communication disciplines such as public relations, advertising, marketing and graphic design.
- ❖ Commitment to continuous improvement in processes as well as development of self and team.
- ❖ Ability to contribute creative designs and solutions.
- ❖ Excellent initiative and problem solving.
- ❖ Strong customer service skills.
- ❖ Ability to research and present data and information for presentations, reports and web based applications.
- ❖ Ability to write and edit reports.
- ❖ Strong proficiency in Adobe Creative Suite, Microsoft Office Suite, and various social media and multi-media platforms required.
- ❖ Self-organized and able to manage multiple project deadlines and production schedules.

Examples of Work:

- Research, design and implement successful agency and project communication plans.
- Manage contracts with advertisers, sponsors and other partners.
- Develop editorial about projects and programs of the RDC.
- Make presentations to individuals and groups.
- Assist with grant writing.
- Assist with project budget management.
- Design graphic advertisements and publications.
- Develop techniques to measure and evaluate the effectiveness of communication strategies.
- Develop and analyze surveys.
- Partner with peers/supervisors to ensure consistent use of best communication practices.
- Event and meeting planning.
- Create and manage complex databases.
- Use spreadsheet programs to arrange and compute numbers, organize data and create tables.
- Use computers to produce finished documents, reports, plans, and presentations.
- Make sales calls for potential advertisers or project sponsors.
- Collect, analyze, compile via phone and Internet.

- Update and manage information and design for multiple agency websites.
- Integrate new technology practices throughout agency.
- Plan, prepare and assist with conferences and meetings. Create agendas, organize and send mailings and take notes during meetings.
- Assist with agency financial procedures.
- Send out brochures and other program materials.
- Prepare invoices.
- Develop agency marketing materials (newsletters, annual reports, email blasts, websites, promotional brochures)
- Assist all UMVRDC staff to develop and execute projects as requested.
- Manage bulk mail projects.
- Provide answers to customers about the agency, region, and specific programs undertaken.
- Perform general office duties, such as filing, phones and document creation.

Send application to:

UMVRDC Executive Director
323 West Schlieman Ave Appleton Mn 56208
320-289-1981 dawn.hegland@umvrdc.org