



MONTANA
STATE UNIVERSITY

EXTENSION

Position *Announcement*

MSU Extension Personnel

309 Culbertson Hall
P.O. Box 172230
Bozeman, MT 59717-2230
Tel (406) 994-1752
<http://www.msuextension.org>

TITLE: EXTENSION MARKETING and COMMUNICATIONS COORDINATOR

LOCATION: Montana State University, Bozeman, Montana

PROFILE: Montana State University Extension seeks nominations and applications for the position of an Extension Marketing and Communications Coordinator. The mission of Montana State University Extension is to improve the quality of people's lives by providing research-based knowledge to strengthen the social, economic and environmental well being of families, communities and agriculture enterprises. To accomplish this mission, Extension has field faculty located throughout the state, and faculty and professional staff located on the MSU and U of M campuses.

GENERAL INFORMATION: The Marketing and Communications Coordinator is responsible for development and creative direction of public relations and marketing related communications for Montana State University Extension. This person assists the Extension director, associate director and administrative staff in developing and supporting public recognition of MSU Extension's programs. These efforts should include information that will help the public easily and effectively access the resources of MSU Extension (MSUE) and techniques that will promote the value of Extension in local communities. This position also provides direction and coordination of the development of Extension publications, video, radio and other news media.

POSITION RESPONSIBILITIES: This position will be responsible for developing and implementing a comprehensive marketing/public relations strategy and plan for MSU Extension, working within Montana State University guidelines. Specific duties include but are not limited to:

- Establish and accomplish public relations and marketing initiatives in cooperation with Extension's planning directors, information technology coordinator, Regional Department Heads and other Extension administrators and personnel.
- Develop written and visual communications that inform the public about Extension's identity and programs.
- Provide brand management support and creative direction for the look and feel of Extension web pages, newsletters, annual reports, signage, presentations, displays and merchandise in cooperation with MSU's directors of web communications, publications, news and marketing.
- Coordinate press and radio releases that express the content and value of Extension's services and programs to the public, in cooperation with MSU News Services.
- Develop, plan and implement communications training strategies and materials that support Extension's public relations and marketing efforts.
- Provide continuing leadership and guidance to MSUE marketing professionals and staff members. Develop and implement a comprehensive marketing strategy.
- Collaborate closely with IT/Distribution Coordinator for MSUE, ensuring that marketing efforts are implemented progressively, using advanced technology.
- Collaborate with other MSU marketing units.
- Develop and coordinate the production and distribution of regular communication pieces, newsletter(s), e-mail distribution, regular reports and web presence.
- Coordinate the production of the MSUE annual report.
- Conduct market research and track success of Extension's marketing initiatives.
- Train and update staff on marketing efforts, and provide training tools and materials.
- Align MSUE's messages and marketing efforts with the goals for MSUE and the University, as outlined in strategic plans.
- Visit field offices to understand the culture of MSUE within the communities served. Travel as necessary to achieve objectives of the position.

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Making a difference in Montana

Extension Marketing and Communications Coordinator (continued)
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QUALIFICATIONS:

Required:

- Bachelor's degree (marketing, public relations, business or related field preferred).
- Demonstrated success in creating marketing strategies, and planning and implementing related programs, activities and events.
- Demonstrated excellence in preparing written communications.
- Ability to supervise, prioritize and delegate work and collaborate in a team environment.
- Experience in outreach with Land Grant Universities

Preferred:

- Familiarity with web-based media
- Experience working with freelancers, vendors and contractors
- Professional experience in a college or university's marketing efforts
- Familiarity with Extension and its programs
- Experience developing public/community relations programs

The successful candidate will demonstrate a high level of energy and commitment, generate enthusiasm for activities and programs and effectively organize and manage complex projects. In addition, the person in this position must be able to quickly establish rapport with others, work as a leader or team member and work effectively with diverse groups. He/she must be able to represent Extension in a professional manner, demonstrate excellent verbal communication skills and be able to function appropriately under stress while maintaining a positive attitude. The position may require limited travel and teaching responsibilities throughout the state.

CONDITIONS & BENEFITS: This position includes participation in TIAA-CREF, coverage for health and life insurance, Social Security, Workers' Compensation and Unemployment Compensation.

GENERAL INFORMATION: This position is administratively responsible to the Associate Director for MSU Extension. For further information regarding the position responsibilities, please contact:

Mary Fran San Soucie, HR Coordinator
MSU Extension
307 Culbertson Hall, MSU
P.O. Box 172230
Bozeman, MT 59717-2230

Phone: (406) 994-6648
Email: maryfran@montana.edu

Application Procedure: Screening of applications will begin on **August 27, 2007** and continue until a suitable candidate is found. To apply, submit the following: a) Letter of application addressing each listed qualification in detail; b) Current résumé; and c) Names, addresses and phone numbers for five professional references.

Submission of items a, b and c in electronic form is encouraged (Word, WordPerfect or PDF), **but a signed letter of application must also be sent by mail in order to assure receipt of original signature.** Send files as attachments to MARYFRAN@montana.edu.

Paper documents may be sent to:

Mary Fran San Soucie,
MSU Extension Personnel, 307 Culbertson Hall
PO Box 172230
Bozeman, MT 59717-2230

Email: maryfran@montana.edu
Phone: 406-994-6648
Fax: 406-994-1756

ADA/EO/AA/VETERAN'S PREFERENCE: In compliance with the Montana Veteran's Employment Preference Act, MSU provides preference in employment to veterans, disabled veterans, and certain eligible relatives of veterans. MSU makes accommodation for any known disability that may interfere with an applicant's ability to compete in the hiring process or an employee's ability to perform the duties of the job. To claim veteran's preference or request accommodation, contact Human Resources/Affirmative Action, Hamilton Hall, MSU, Bozeman MT 59717-2430; 406-994-2042. MSU's Affirmative Action Non-Discrimination Policy and Procedures are on the Web at www2.montana.edu/policy/affirmative_action/.

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