

<b>JOB TITLE:</b>	#1186 Media Relations & Social Media Associate
<b>OPEN TO:</b>	This job is open to all applicants.
<b>LOCATION:</b>	History Center
<b>SALARY:</b>	\$3,308.00 monthly minimum
<b>STATUS &amp; HOURS:</b>	Full-time, project (2,088 annual hours) position working through June 30, 2015. Renewal dependent upon funding and program need.
<b>CLASSIFICATION:</b>	08L Professional
<b>HIRING MANAGER:</b>	Director, Marketing & Communications
<b>POSTING DATE:</b>	February 6, 2015
<b>DEADLINE DATE:</b>	Application materials must be received by February 27, 2015.
<b>SUPPLEMENTAL FORMS:</b>	Not required for this position.

**DESCRIPTION:** The Minnesota Historical Society (MNHS) seeks applicants for a Media Relations & Social Media Associate to generate positive media coverage and social media discussion of MNHS that will drive attendance to its sites, museums and programs, and build awareness of the depth and breadth of all MNHS offers.

**RESPONSIBILITIES:** 1) serve as liaison with news media statewide, promoting MNHS programs and events in order to secure positive news coverage in a variety of mediums including print, digital and broadcast; 2) manage and develop marketing/communications content for MNHS social media and a variety marketing/communications tools, working closely with supervisor, Digital Marketing & Social Media Specialist, staff in Enterprise Development and Historic Sites & Museums Division, Marketing & Communications staff and program managers throughout MNHS; 3) promote MNHS programs and events on partner and community websites; and 4) create, analyze and share monthly reports that measure effectiveness of media relations efforts.

**MINIMUM QUALIFICATIONS:**

- Bachelor's degree in marketing, public relations, journalism or related field plus three years program experience or equivalent OR an advanced degree plus two years program experience or equivalent.
- Thorough understanding of media relations and social media methodology and ethics.
- Strong writing and editing skills.
- Experience in writing news releases and social media posts.
- Proficiency in Adobe Photoshop or comparable photo manipulation program.
- Ability to handle multiple projects simultaneously while meeting deadlines, communicate effectively, develop and implement creative solutions, analyze results and serve as a collaborative team member and self-starter.
- Demonstrated ability to work successfully with diverse groups of people.

**DESIRABLE QUALIFICATIONS:**

- Functional knowledge of Google Apps.
- Familiarity with various content management systems, specifically Drupal.
- Experience with writing for the web.
- Familiarity with quantitative and qualitative analysis.

**TO APPLY:** Submit *MNHS Application for Employment*, (available at [www.mnhs.org/jobs](http://www.mnhs.org/jobs)), cover letter, resume, and if applicable, any supplemental forms. Application materials must be complete and received by the application deadline date in order to be considered by one of the methods below:

<b>Attn:</b> [Fill in Job Title] <b>Minnesota Historical Society</b> <b>345 Kellogg Boulevard West</b> <b>St. Paul, MN 55102-1906</b>	<b>Attn:</b> [Fill in Job Title] <b>Email:</b> <a href="mailto:humanresources@mnhs.org">humanresources@mnhs.org</a>	<b>Attn:</b> [Fill in Job Title] <b>Fax:</b> 651-297-3343
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Incomplete application materials will be returned. If submitting materials for more than one position, you must provide *MNHS Application for Employment*, cover letter, and resume for each position. Applicants who are offered employment will be subject to passing a background check as a condition of employment. **EEO**

**Applications will be acknowledged**

**- No phone calls please -**