



Northwest Technical College  
invites applications for the position of:

## Marketing Intern

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<b>CLASSIFICATION:</b>	Student Worker Para Professional (PCN 01128816)
<b>OPENING DATE:</b>	September 20, 2021
<b>CLOSING DATE:</b>	Tuesday, October 19, 2021. However, initial review of applications will begin on <b><u>Wednesday, October 6<sup>th</sup></u></b> , so early applications are encouraged.
<b>LOCATION:</b>	Northwest Technical College – Admissions Office; telework also possible
<b>JOB TYPE / SCHEDULE:</b>	Limited Part-time; 10-15 hours per week Fall Semester with potential hours into Spring Semester
<b>PAY / SALARY RANGE:</b>	Depends on Qualifications; current pay range is \$15.17 - \$17.76 per hour

**NORTHWEST TECHNICAL COLLEGE (NTC)** invites student applicants to join our team as a part-time **Marketing Intern**. To accomplish the mission of “preparing students for rewarding careers”, NTC prioritizes the creation of a culture in which diversity is embraced and all people are safe, welcome, and validated. NTC has prepared students for fulfilling careers in high-demand fields for more than 50 years. The college’s accessible, affordable, hands-on programs also help the region’s employers meet their ever-growing need for a highly skilled workforce. NTC serves more than 1,000 students with an excellent education, an open-enrollment policy and affordable tuition. Students may pursue nearly 40 degrees, diploma and certificate programs in six distinct career paths. Classes are offered on campus, online, or as a combination of both. NTC is a member of the Minnesota State system of colleges and universities.

**To be eligible for this intern position, applicants must be currently enrolled in a regional post-secondary educational institution or a graduate study program.**

**The Marketing Intern** will help plan, support and execute NTC’s marketing efforts in the recruitment and retention of both full-time and part-time students. The intern will work closely with the NTC Director of Enrollment & Marketing as well as the Office of Communications and Marketing, which serves both NTC and Bemidji State University in their marketing efforts.

**Responsibilities of the Marketing Intern include marketing efforts such as:**

- Development of content and design for social media postings.
- Implementation of social media postings.
- Creation of content for the CRM communications module.
- Assisting with the creation of written, video and image content for marketing purposes.
- Helping to create content and design for print materials including flyers and mailings.
- Providing help in the coordination of the dissemination of postal mailings and email communication.

- Reviewing and updating website content.
- Development of new website content.
- Research of competition.
- Research of marketing demographics and geographic distributions.
- Assisting in the coordination of marketing and recruiting events including photo and video shoots.
- Providing outreach to local and regional media including print, radio, and television.
- Other assigned duties that benefit in the marketing efforts of NTC.

**Minimum qualifications for this position include:**

- Knowledge of basic marketing principles.
- Experience using and posting on major social media platforms such as Facebook, Twitter, YouTube, Instagram, etc.
- Experience using and updating websites.
- Knowledge of basic photography and video taking and editing skills.
- Ability to work independently and multi-task while meeting deadlines.

**To facilitate proper crediting, please ensure that your application and/or resume clearly demonstrate fulfillment of the qualifications.**

**Other considerations:**

- All applicants must be able to lawfully accept employment in the United States at the time of an offer of employment.
- In accordance with the Minnesota State Colleges and Universities (MinnState) Vehicle Fleet Safety Program, faculty and staff driving on college/university business, who use a rental or state vehicle, shall be required to complete a vehicle Use Agreement form and conform to MinnState's vehicle use criteria and consent to a motor vehicle records check annually.
- NTC and BSU are tobacco free workplaces ([see policy](#)).

**TO APPLY:**

Apply for **Vacancy Posting 49022**, on the Minnesota Management and Budget (MMB) website:  
<http://mn.gov/mmb/careers/>.

If you are unable to apply online, please contact the job information line at 651.259.3637.  
 For additional information about the application process, go to <http://www.mn.gov/careers>.

**Inquiries about the position:**

Charles Abbott  
[Charles.abbott@nctmn.edu](mailto:Charles.abbott@nctmn.edu).

If you have general questions about this posting or submitting a bid or an application, contact Teresa Hanson at  
[teresa.hanson@bemidjistate.edu](mailto:teresa.hanson@bemidjistate.edu).

All employees must comply with department and institution procedures and policies, MinnState policies and procedures, as well as local, state, and federal laws, regulations, guidelines and business and industry standards.

*This description is intended to indicate the kinds of tasks and level of work difficulty required of the position. It is not intended to limit or modify the right of any supervisor to assign, direct and control the work of employees under his/her*

*supervision. The use of a particular expression or illustration describing duties shall not be held to exclude other duties not mentioned that are of similar level of difficulty.*

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**COLLEGE / COMMUNITY:** Northwest Technical College is in Bemidji, Minnesota, in Northern Minnesota. The greater Bemidji community has a population of 25,000 and serves as a regional center for education, commerce, recreation, health care, and the arts. Bemidji State University, a partner institution, and Northwest Technical College welcome 6,000 students annually. Northwest Tech offers hands-on learning in Business, Health Care, Manufacturing, Transportation, and General Education. As a partner in Distance Minnesota, the College is engaged in innovative distance education with most of its programs offered online in addition to on campus. Northwest Technical College is a member of the Minnesota State Colleges and Universities System (Minnesota State) <http://www.mnscu.edu>. To learn more about the student-centered environment at Northwest Technical College, visit [www.ntcmn.edu](http://www.ntcmn.edu).

#### **WHY BEMIDJI:**

In this Northwoods setting, students, staff, and faculty have a variety of activities at their fingertips. Possessing all the charm and character of a college town, Bemidji remains a tight-knit community of good neighbors and engaged citizens. While the city of Bemidji — named after the Ojibwe Chief Shaynowishkung (nicknamed Bemidji) — is home to a diverse population of more than 15,000 people, it serves a regional population of more than 100,000.

Located between three American Indian reservations – Leech Lake, Red Lake, and White Earth, students have an opportunity to experience a dynamic local culture and history. Bemidji also sits at the center of the legends of Paul Bunyan and Babe the Blue Ox. The famous statues of Paul and Babe greet students as they drive along Lake Bemidji.

Though quaint and historic, the city offers the urban conveniences upon which college students rely. Northwest Technical College is conveniently located minutes away from affordable restaurants, cozy coffee shops, grocery stores, city parks, and more. Small, locally-owned shops and art sculptures line the streets of downtown Bemidji, while national chains can be found in and around the Bemidji area, including an uptown selection of department stores and restaurants.

The thriving downtown community presents ample opportunities for engagement off-campus. Among other things, there are fine-dining restaurants, cafes, and a natural foods co-op in downtown Bemidji. The historic Paul Bunyan Playhouse has a calendar of classic shows; restaurants and lounges offer weekly live music performances; the First Friday Art Walk provides a tour of new monthly art exhibits; and annual events such as the Loop the Lake Festival, the Dragon Boat Festival, the Blue Ox Marathon, Bemidji Winterfest, and The Minnesota Finlandia bring the community together.

For those who love the outdoors, there are wooded, multi-use trail systems within minutes of campus and community parks with walking trails, playgrounds and a skate park. Lake Bemidji State Park and its miles of navigable trails is located directly across the lake from BSU, and the Buena Vista Ski Area — just 12 miles north of town — offers downhill skiing and BSU-sponsored student transportation in the winter months. Further, the Mississippi River Headwaters is a mere 45 minutes from Bemidji.

**Review a "special report on how this former lumber town has rebuilt itself as a high-speed, regional center of enterprise" at [Bemidji 2.0](#)**

*Northwest Technical College is an Affirmative Action Equal Opportunity Employer and Educator. This document is available in alternative formats to individuals with disabilities. Consumers with hearing or speech disabilities may contact us via their preferred Telecommunications Relay Service.*

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