



Emerging Prairie Marketing and Communications Coordinator

Full-Time: 40 hours per week

Salary: \$40,000, depending on skills and qualifications

Job Summary

Emerging Prairie is looking for a Marketing & Communications Coordinator to help tell the Emerging Prairie story and share the impact being made in our community. The Marketing & Communications Coordinator will assist with marketing and communications activities related to Startup Programs, Emerging Digital Academy, and Grand Farm.

We're looking for individuals that have a knowledge and interest in the latest trends, enjoy working in energetic environments and are always eager to learn and try new things. Our ideal teammates are people who think outside the box, take initiative and love Fargo.

To apply: Please send both a cover letter and résumé to mattw@emergingprairie.com.

Key Areas of Responsibility

- Work with the Marketing and Communications Team to design assets and tools as needed for marketing purposes in conjunction with Emerging Prairie teammates and vendors.
- Assist with website edits and updates.
- Manage creation and updates of event registration platform.
- Edit, resize, and format images, logos, and assets for website and/or marketing purposes.
- Design, develop, and produce advertisements, infographics, and various forms of promotional material for Emerging Prairie events and programs.
- Develop copy for Emerging Prairie events team to utilize in the form of email invitations, articles, and social posts.
- Assist in creating original, high-quality content - including photos, graphics, video, podcast, etc.
- Assist with crafting, designing, and sending newsletters.
- Assist in writing and proofreading articles, blogs, and stories.

Team Engagement

- May be called upon to assist Marketing and Communications team members by backfilling in other roles as necessary.
- Communicate internally with our staff and partners.

- Performs other related duties as assigned.

Required Skills/Abilities

- Proven communication skills, including writing, and proofreading skills.
- Excellent interpersonal skills both in person, by phone, and email, with high professionalism.
- Comfortable operating with minimal supervision to meet organizational needs.
- Ability to keep up with the rapid pace of the position and be adaptable to spontaneous adjustment/revisions.
- High organizational skills and a tendency for detail-orientation is essential.
- Ability to communicate with fellow teammates needs, questions, and status/updates of internal projects.

Preferred Skills/Abilities

- An understanding of digital marketing disciplines, including SEO, social media, email, content strategy, web analytics.
- Experience using Wordpress, MailChimp, Google Analytics, Adobe Suite, MS Office Suite, Google Suite.
- Experience working on multiple social media platforms including LinkedIn, Twitter, Facebook, Instagram, Flickr, and YouTube.
- Interest in community development, technology, and the entrepreneurial ecosystem.

Education and Experience

- Bachelor's degree in marketing or a related field, required.
- Professional portfolio demonstrating social media and digital platform management, required.

Physical demands: These physical requirements must be met with or without accommodation.

- Prolonged periods of sitting at a desk and working on a computer.
- Must be able to lift 15 pounds regularly and up to 50 pounds occasionally.
- Ability to continuously stand or walk during events and meetings.
- Ability to bend, squat, climb stairs and lift occasionally.

Work environment:

- Noise level in a regular work environment is frequently loud.
- Ability to work outside normal business hours and travel on occasion.
- May occasionally work outdoors and in environments with temperatures above 100 degrees and below 32 degrees.
- May occasionally walk on slippery or uneven surfaces.
- May occasionally climb ladders and work off elevated surfaces.

Benefits and Culture:

- Duty station is in Fargo, ND with a flexible work environment that allows the employee to work from varied environments and locations.

- Core values: Trust First, Learn, Be Bold, Move Together, Be Scrappy, Think Holistic, and Lead with Gratitude.
 - Retirement program with employer match.
 - 80% coverage of employee health insurance premiums (not to include vision or dental).
 - 10 paid holidays (including your birthday) and paid holiday break.
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About Emerging Prairie

Emerging Prairie (EP) is an organization that believes in and nurtures the potential of our community and its leaders. We have made it our mission to energize communities through innovative initiatives, programming, and events that move the needle and ignite economic growth for our region. Some of our initiatives include operating a co-working space (The Prairie Den), launching the first code school in North Dakota (Emerging Digital Academy) and steering the momentum on the Grand Farm Initiative.

Recognition of our community's potential, development of an environment for social connectivity, and the act of highlighting the risk takers and change-makers is vitally important, as these are the key accelerators of growth and development. Emerging Prairie was founded in 2013 by a group of Fargo entrepreneurs who wanted to make a difference in the community they call home.

Mission statement: To energize communities.

Vision: The relentless pursuit to improve the human condition both locally and beyond.

Emerging Prairie is proud to be an equal opportunity provider.

To apply: Candidates may submit a cover letter addressed to Matt Wendel and resume to mattw@emergingprairie.com.