



NORTHERN CLAY CENTER
POSITION DESCRIPTION
Updated April 2022

Title:	Digital Content, Communications, and Registration (DCCR) Specialist
Reports To:	Marketing and Technology Manager
Hours:	32-40 hours per week on average—Monday to Friday, 9 am to 5:30 pm. Occasionally, the role may require a flexible schedule with later start or end times, or weekend shifts.
Location:	In office at Northern Clay Center, with the possibility of some remote working after 6 months of service

The Digital Content, Communications, and Registration Specialist is an hourly, non-exempt (eligible for overtime when appropriate) position. We take COVID safety very seriously, our protocols can be found online here: <https://northernclaycenter.org/about/covid-protocols/>.

The starting wage is \$15.00 an hour and includes the following benefits: paid vacation time equivalent to 76.8–80 hours per 12-months (based on hours worked); earn-as-you-work paid safe & sick time; health insurance via Medica (50% of premium paid by NCC); free and discounted classes at NCC; and a contribution equal to 3% of your earnings to a 403(b) retirement plan.

Northern Clay Center is an equal opportunity employer.

ABOUT THIS ROLE AND WORKING AT NCC

Under the purview of the Marketing and Technology Manager, this role implements and supports NCC's digital marketing strategies, including through our social media, bulk emails, website, third-party event and opportunity sites, and fundraising efforts. Additionally, this role supports the education and outreach programs by preparing class registration and orientation documents, processing and maintaining registrations and class listings, and assisting with in-person student check in and orientation.

Much of this role is routine week-to-week, though there are several events each year that require forward planning in order to meet deadlines. As NCC is a relatively small nonprofit organization, many staff members work across programs and often assist other team members in accomplishing their work. NCC is deeply committed to creating and sustaining a welcoming, safe, and antiracist community for all who enter our building. Our staff are actively engaged in Diversity, Equity, Inclusion, and Accessibility training and strive to continue this learning and conversation to examine and improve both our programs and practices.

We are looking for applicants who have:

- Interest, experience, and knowledge of creating content for, and monitoring social media accounts with the aim of generating sales and followers
- Experience with using software to edit videos and product photos, and to create marketing materials
 - NCC uses Apple computers and Google Workspace (i.e. Gmail, Drive, and Google Calendar). This role also uses Adobe and Microsoft Office products including Photoshop, InDesign, Word, and Excel. A solid working knowledge of each of these is preferred, training will be provided to fill in knowledge gaps.
- A keen eye for written and visual styles, and who can reproduce these via text, photography, and design



- The ability to communicate effectively with a range of people and build positive relationships
- Comfort troubleshooting, problem solving, and asking for help when stuck
- Well-developed skills in working to regular deadlines and the ability to plan ahead to meet longer term deadlines

ROLE RESPONSIBILITIES

Digital Content & Communications (average of 28-32 hours/week)

Social Media

- Create images, videos, and captions for NCC's social media platforms (currently Instagram, Facebook, and YouTube)
- Respond to DMs, comments, @s, and engage with followers and related accounts
- Use analytics and hashtags to best reach audience
- Maintain knowledge of changes to platforms and how to modify strategies to build following and increase exposure and sales
- Create social media ads based on available budgets for each program area.
- Edit video content and upload to YouTube

Bulk email

- Assemble and create digital assets for multiple bulk emails a week
- Maintain and update multiple email lists
- Assist with creation of organizational email schedule

Website

- Assist with editing of product photos
- Create digital assets and product information spreadsheets for education offerings

Third-party event and opportunity sites

- Post event calendar listings for all NCC events on local websites
- Share opportunities with relevant websites, influencers, and community members

Other

- Provide copywriting and editing assistance
- Maintain NCC's digital assets, gather photos from other staff members, provide photography for each program area as needed for promotions.
- Create marketing materials for in-house events, classes, and offsite partner activities
- Create content and gather research for interviews and articles on the NCC website and in the quarterly newsletter
- Assist Marketing and Technology Manager with special projects and special events preparation as needed
- Work with Marketing and Technology Manager to execute year end fundraising campaign

Registration Support (average of 4-6 hours/week)

- Monitor enrollment for classes, workshops, lectures, etc. and make recommendations to Education Coordinator and Community Engagement Manager
- Maintain online information for students
- Process class orders/refunds, send class reminders and cancellations to students, prep rosters and student orientation information
- Assist Education Coordinator with orientation on first day of classes
- Assist with data collection and surveys of classes and outreach programs

Other tasks as assigned.



APPLICATION PROCESS

Applications will be reviewed as they are received, with an anticipated close date of Sunday, May 1, 2022.

Please send the following materials, as a single PDF, to Amanda Dobbratz, Marketing and Technology Manager, at amandadobbratz@northernclaycenter.org; or by mail to 2424 Franklin Avenue East, Minneapolis, MN 55406:

- Cover letter describing your qualifications and interest in the position
- Resume (4-page max)
- Names and contact information for three professional references

If you are selected for an interview, you will be sent a list of the questions that will be asked in advance. During the interview, you will meet with several members of staff, and will have the opportunity to ask questions about NCC and the role. You will also be asked to take example photos of ceramic pieces and write captions using NCC's Instagram account as a model.