



JOB DESCRIPTION

Title	Real. Good. Project Manager
Reports To	Executive Director
Date	December 17, 2023
Application Deadline	January 10, 2024
Application Requirements	Cover letter, resume, three references emailed to: Dawn Mandt, Executive Director Dawn@redriverrc.com Questions regarding the position may also be directed to the same email address.

BACKGROUND

This is an opportunity to join a team of seven highly skilled, passionate professionals all aimed at continuing to improve and grow northeast North Dakota. This Project Manager position will be focused on marketing and recruitment of people to North Dakota Region 4 (Grand Forks, Nelson, Pembina, and Walsh Counties) - both workforce and visitors. All potential new residents are first visitors!

Workforce Attraction. The RRRC has created a regional collaboration in response to the need for more than 1,500 new employees to fill projected vacancies over the next five years – in businesses of all sizes and every industry. Also, the City of Grand Forks is forecasting the need for over 1,500 new employees. In 2022, we established a Regional Workforce Advisory Team of private sector leaders to develop and launch a workforce attraction initiative. In July 2023, this initiative went public as Real. Good. Northeast ND. With JDA and state grant funding, this brand and marketing strategy and action plan have been developed with new additions to be implemented in 2024/2025. This position will lead the implementation of the workforce elements with the Executive Director, marketing consultant team, and Advisory Team.

Visitor Attraction. In 2021/2022, we developed a regional plan with many of our partners by enlisting Roger Brooks – a national expert on destination development. Brooks assessed every community in the region, regional visitor and quality of life assets, and provided recommendations to support visitors and newcomers to the area. The implementation of this plan is beginning in Q1 2024 with 22+ Destination (name your town) Teams established. Implementation of this plan includes educating the teams on best practices related to attracting visitors (as well as assisting new residents in becoming familiar with the region) such as storefront improvements, online presence, highlighting local amenities, and monetizing visitor trips, and more. There is a half-time project manager who will be leading this initiative and regional roll-out and supported by this position.

POSITION DESCRIPTION

This dynamic position will provide day to day assistance in implementing the action plans for both visitor and workforce attraction initiatives. This role will be tasked with developing marketing materials, designing and managing social media posts, preparing blogs and press releases, and more.

ESSENTIAL DUTIES & RESPONSIBILITIES

Real. Good. Workforce Marketing Plan Implementation – Phase 1 and 2 (50%)

The Phase 1 marketing plan is drafted with monthly targets and tactics that will be developed by RRRC and the AE2S marketing/communication team. The Phase 1 plan is scheduled to be implemented from September 2023 to June 2024 with targeted markets and demographics. Phase 2 has been developed to be implemented through June 2025.

- Assist in the creation and management of weekly social media posts
- Gather and organize regional information to be included in a relocation guide to assist newcomers moving to the region
- Identify and onboard local champions for social media testimonials, photos, stories, and becoming champions that may be contacts for people expressing an interest in moving to the region
- Assist in the design and development of merchandise materials to share with local champions
- Develop blog calendar with topics and bloggers from the region.
- Develop press releases, give public conversations/presentations, and lead public relations about the initiative

Real. Good. Destination Product Development Support (40%)

Support implementation of the Destination Northeast North Dakota Action Plan. Assist in building community buy-in, empower grassroots engagement, and guide initiatives to create visitor-friendly communities welcoming newcomers.

- Help in develop content and design education materials for Destination Teams
- Assist in the development and design of resource documents, flyers, social media posts, and other content to support community initiatives
- Assist in gathering information for regional resources, assets, businesses, and more
- Provide on-going support and guidance for Destination Teams
- Assist in managing the Destination Teams Facebook group, SharePoint site, and BaseCamp

Advisory Group Management and Internal Planning (5%)

- Assist in organizing meetings with Advisory Group including strategizing on agenda items, meeting preparation, and preparing reports on tasks and strategy accomplishments
- Coordinate and collaborate with internal staff

Networking and Professional Development (5%)

- Attend relatable community meetings to support development efforts, create plans, share information, and promote the efforts
- Attend local and regional meetings

REQUIRED KNOWLEDGE, SKILLS, ABILITIES

- Requires a bachelor's degree in business, marketing, communications, or a related field, and a minimum of 1-5 years of related experience.
- Proficient in operating computer software/systems including graphic design software, website management systems, and social media applications.
- Ability to analyze, problem-solve, think strategically, and hold self to a high standard of excellence
- Have a strong familiarity with rural Region 4, its attributes, and opportunities for residents
- Have outstanding and authentic interpersonal, relationship-building, creative, organization, and communication skills
- Strong written and verbal communication skills, with a talent for creating engaging and persuasive content.
- Proficiency in social media platforms, content management systems, and analytics tools.
- Creative thinker with the ability to conceptualize and execute innovative marketing campaigns.
- Positive demeanor. Highly self-motivated with the ability to multi-task effectively.
- Excellent written and verbal communication skills and comfort with public speaking.
- Able to work independently and driven to complete tasks efficiently.

OTHER REQUIREMENTS

- Occasional overnight travel necessary
- Preference to employee living within ND Region 4

COMPENSATION

- Salary range for this position is \$50,000 to \$70,000 depending on qualifications and experience
- Benefits include:
 - Full family medical insurance
 - Employee dental and vision insurance with an option to add family members
 - Life insurance
 - 10% retirement upon completion of six-month introductory period
 - \$40/month mobile phone stipend
- 11.5 paid holidays; annual and sick leave
- 1:1 compensatory time for work hours more than 40-hours/week
- Flexible work environment
- May consider part-time applicants