

KANSAS WESLEYAN UNIVERSITY

POSITION DESCRIPTION

Senior Director of Marketing and Communications

APPLICATION PROCESS AND HIRING TIMELINE INFORMATION

To apply for this position you should submit a [KWU Employment Application](#), cover letter, resume/curriculum vitae, and your salary requirements. Please email your application materials to linda.baumberger@kwu.edu (preferred method) or mail the same to The Office of Human Resources, Campus Box 33, Kansas Wesleyan University, 100 E. Claflin, Salina, KS 67401-6196. In your cover letter please pay special attention to matching your actual qualifications to the required qualifications listed in this Job Description. If emailing, make sure you reference the position title on the subject line of your email. No phone calls please.

The timeline for filling this job is:

- Applications will be taken until October 15, 2017.
- Interviews will begin when qualified applicants are identified, and continue until the job is filled.
- The job starts as soon as possible, preferably by November 15.

We will not check personal references or present and past employers without first notifying you of our intent to do so. KWU is an Equal Opportunity Employer.

ADMINISTRATIVE INFORMATION

POSITION: Senior Director of Marketing and Communications

POSITION'S GROUP: Advancement

GROUP'S MAJOR RESPONSIBILITIES: The Advancement Office advances the mission of Kansas Wesleyan University through exceptional marketing and communications, and donor-centered fundraising activities.

POSITION'S DEPARTMENT: Marketing and Communication (MARCOM)

DEPARTMENT'S MAJOR RESPONSIBILITIES: The Marketing and Communications Office is responsible for all internal and external communications, and the implementation of a integrated marketing strategy to advance the university brand and engage prospective students, alumni, donors and the community.

POSITION'S DIRECT SUPERVISOR: Dr. Melanie Overton, Vice President of Admissions and Advancement

DATE POSITION LAST REVIEWED OR ANALYZED: September 2017 by Dr. Melanie Overton, VPAA; Cindy Fry, Asst Dir of HR

POSITION'S EMPLOYMENT STATUS: Full-Time, Exempt (administrative), Staff, At-Will.

POSITION'S SALARY AND BENEFITS: Minimum entry salary for this position is \$55,000; final salary dependent on experience and qualifications. Full-time benefits available.

POSITION INFORMATION

POSITION'S SUMMARY: The Senior Director of Marketing and Communications is responsible for overseeing integrated communications, branding and strategic marketing efforts of the university; works cross-functionally with admissions, advancement, student development, the provost's office, and athletics to provide support in marketing programs, creating messages, maintaining the university brand, and advertising; manages all employees of Marketing and Communications (MARCOM) and provides senior leadership in media relations, writing and editing.

POSITION WORKS WITH: Three people who work in the Marketing and Communications Office, and primarily the staff of the Advancement department and the Admissions department. In addition, this position works cross-functionally with all departments on campus on materials to promote events and programs.

POSITION'S STAFF AUTHORITY: Supervises the Assistant Director of MarCom, who supervises a Graphic Designer, and at least one MarCom assistant.

POSITION'S BUDGET AUTHORITY: This position is directly responsible for administering the MarCom annual operating budget of approximately \$250,000.

POSITIONS PHYSICAL WORKING CONDITIONS: Works in a climate controlled office setting. Standing, sitting, stooping, walking, talking, seeing, hearing, typing, filing, and other similar physical motions and activities are required, unless discussed with the supervisor for available accommodations.

POSITION'S UNUSUAL HAZARDS OR WORKING CONDITIONS: None

POSITION'S EQUIPMENT: Computer and software, university phone system, university networks and email systems.

POSITION'S WORK SCHEDULE: A flexible work schedule of approximately 45-50 hours per week, as well as working outside the normal business hours, as the position demands.

TRAVEL REQUIREMENTS: Seldom.

POSITION RESPONSIBILITIES

POSITION'S ESSENTIAL DUTIES:

1. Develop and implement a comprehensive annual strategic university marketing plan.
 - a. Oversee the development of all in-house and external marketing material.
2. Manage the brand of the university within all departments to create a consistent image.
 - a. Approve all printed external material, t-shirts, logos, etc. in accordance with the guidelines established.
 - b. Address campus publishing needs through writing and editing support.
3. Work proactively with staff members to secure media coverage in local, state, and national venues.
 - a. Design ads and manage buys including traditional (outdoor, print, radio, television) and digital advertising.
4. Assist the Admissions office in the design and execution of a strategic enrollment marketing plan.
5. Manage the publication of the university magazine, The Contact, two times a year.
6. Oversee the preparation of the Marketing & Communications budget and monitor its implementation.
 - a. Approve schedules and contracts for all vendors related to marketing and/or communications projects, including graphic designers, printers, photographers, web host, promotional product vendors, public relations firms, etc.
7. Evaluate and manage direct report staff: Assistant Director of MarCom; graphic designer.
8. Perform other appropriate and reasonably required duties as assigned by the Vice President.

POSITION'S PERFORMANCE MEASURES AND STANDARDS: Actual performance standards (goals) will be set in consultation between the position holder and their direct supervisor.

POSITION QUALIFICATIONS

EDUCATION: Bachelor's degree required; Master's degree preferred.

EXPERIENCE:

Minimum Required: Five years of related experience, including

- Quantifiable success in managing marketing projects from end-to-end;
- Experience managing digital marketing, online and social media strategy;
- Experience working with CMS and web analytics; and
- Five years of progressively responsible leadership experience.

Preferred: Experience in higher education.

KNOWLEDGE, SKILLS, ABILITIES, and ATTITUDES – KSAA'S:

- A thorough knowledge of the Communications & Marketing strategies, channels, and campaign execution.
- Demonstrated professional oral and written communication skills.
- Demonstrated problem solving skills.
- Demonstrated ability to manage effective working relationships.
- Demonstrated ability to work independently and to prioritize multiple projects and responsibilities.

NOTICE OF SPECIAL POSITION OR EMPLOYMENT REQUIREMENTS

1. THIS JOB DESCRIPTION IS NOT DESIGNED TO COVER OR CONTAIN A COMPREHENSIVE LIST OF ALL DUTIES AND RESULTS TO BE PERFORMED IN THIS JOB. DUTIES AND PERFORMANCE STANDARDS MAY BE ADDED, SUBTRACTED, AND/OR CHANGED BY YOUR SUPERVISOR AT ANY TIME DUE TO CHANGES IN DEPARTMENT OR UNIVERSITY REQUIREMENTS.
2. Unless exempt due to an employment contract signed by the President of the University, all employees of Kansas Wesleyan are considered as an "at-will" employee.
3. All employees of Kansas Wesleyan University are considered to be "responsible employees" pertaining to Title IX regulations concerning both the prevention and reporting of sexual assault or harassment situations. As such, all employees must communicate with the Title IX Coordinator if they witness or hear about a sexual assault or harassment situation.
4. Kansas Wesleyan University is an equal opportunity employer and complies with EEOC and ADA employment requirements. It is and has been the policy of Kansas Wesleyan University to grant equal opportunity to all qualified persons without unlawful discrimination based on race, color, gender, age, national origin, ancestry, ethnicity,

disability, sexual orientation, religion, or veteran status. In order to fulfill its mission as a United Methodist affiliated institution, preference in hiring shall be given to persons who can affirm the Institution's mission.

5. All "offers of employment" are subject to a criminal background check prior to employment.