



Job/Position Description

Marketing Communications Coordinator

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 MARCOM@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 the job is filled.
- Interviews will begin immediately and continue until the job is filled.
- The job starts as soon as possible.

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, and we will acknowledge receipt of your application as soon as we receive it.

ADMINISTRATIVE INFORMATION

JOB TITLE: Marketing Communications Coordinator

JOB'S OPERATING GROUP: Advancement Office

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

JOB'S DEPARTMENT: Marketing and Communication (MARCOM)

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

JOB'S DIRECT SUPERVISOR: Senior Director of Marketing and Communications: Jim Beechwood

DATE JOB LAST REVIEWED OR ANALYZED: REVISED by Jim Beechwood, Senior Director of Marketing and Communications with approval from Melanie Overton, Vice President of Advancement: March 7, 2018

JOB'S EMPLOYMENT STATUS: Staff, Full-Time, Nonexempt, Hourly, At-Will

JOB'S SALARY OR SALARY RANGE AND BENEFITS: Salary will be determined at hiring based on the person's qualifications and experience. Please submit your desired salary with your application and supporting documents.

JOB INFORMATION

JOB SUMMARY: Kansas Wesleyan University is seeking a marketing/communication professional to join a high performing Marketing and Communications team. Reporting to the senior director of marketing and communications, this individual will support the initiatives of the MARCOM office by providing strong writing skills, marketing knowledge and social media savvy to efforts that will raise institutional awareness, enhance engagements among various constituents (donors, alumni, students, parents), and attract and retain students.

JOB WORKS WITH: Two to three people who work directly in the Marketing and Communications Office and five Advancement Office staff. In addition, this job works cross functionally with all departments on campus on materials to promote events and programs.

JOB'S STAFF AUTHORITY: Coordinates Social Media Ambassadors Program

JOB'S BUDGET AUTHORITY: None

JOB'S PHYSICAL WORKING CONDITIONS: 100% of the time in a temperature-controlled office

JOB'S UNUSUAL HAZARDS OR WORKING CONDITIONS: None

POSITION'S EQUIPMENT: University's phone system, personal cell phone, computer.

POSITION'S WORK SCHEDULE: A 40-hour work week from 8am-5pm each weekday. Some weekend work and overtime may be required.

TRAVEL REQUIREMENTS: Seldom, if any.

JOB RESULTS, BEHAVIORS, AND PERFORMANCE MEASURES

JOB'S ESSENTIAL DUTIES:

COMMUNICATIONS: Responsible for internal and external communications

- Writes content for bi-annual university magazine, other publications and requests from college leadership
- Produces weekly internal eNewsletter for faculty, staff and students
- Serves as primary media liaison by proactively generating news releases, pitching stories and responding to inquiries
- Fosters relationships with university faculty, staff and students to generate leads on compelling stories
- Supervisors Social Media Ambassadors providing direction on story ideas, key messaging and story scheduling
- Monitors social media user comments/posts and responds appropriately to comments and requests
- Monitors website for needed content updates and revisions
- Works closely with website coordinator, assuring timely postings, proofs copy, consults with web host vendor
- Works closely with Graphic Designer in providing content and consultation on project objectives
- Other job relevant duties as assigned by the job's supervisor.

JOB'S PERFORMANCE MEASURES AND STANDARDS: Actual performance standards for each measure will be set at least annually after consultation between the job holder and their direct supervisor based on the job holder's existing qualifications and experience.

1. Meets project deadlines with accurate, quality work
2. Provides creative strategy and shares expertise with the team/project manager
3. Shows solid understanding of KWU brand and adheres to AP style
4. Develops and executes annual plan for media relations/social media/internal communication that demonstrates progress in engagement of constituents (donors, alumni, KWU campus community), placement of stories locally, regionally and nationally

JOB QUALIFICATIONS

EDUCATION:

- MINIMUM REQUIRED: Associates Degree
- PREFERRED: Bachelor's Degree in communications related fields

CERTIFICATIONS AND LICENSES:

- MINIMUM REQUIRED: None
- PREFERRED: None

WORK EXPERIENCE:

- MINIMUM REQUIRED: Two years of relevant professional experience
- PREFERRED: Two or more years of experience in creating marketing communications for publications, web sites, and social media.

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

- Ability to effectively develop marketing and informational communications such as press releases and magazine style stories
- Ability to monitor and edit organizational web pages.

- Ability to effectively create and manage content for social media platforms, such as Facebook, Twitter, and Instagram
- Ability to establish and manage a timeline and meet deadlines
- Ability to use Microsoft Office Suite and website software
- Ability to produce high-quality work while managing projects independently
- Demonstrates excellent news judgement
- Demonstrates excellent editing and proof reading, accurate reporting, and clear writing skills
- Demonstrates a strong work ethic, energetic personality and willingness to go the extra mile
- Committed to the philosophy of private higher education and the mission of the university

NOTICE OF SPECIAL JOB OR EMPLOYMENT REQUIREMENTS

1. THIS JOB/POSITION DESCRIPTION IS NOT DESIGNED TO COVER OR CONTAIN A COMPREHENSIVE LIST OF ALL DUTIES AND RESULTS TO BE PERFORMED IN THIS POSITON. 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 to be 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 harassmnet situations. As such, all employees must communicate with the Title IX Coordinator if they witness or hear about a sexual assault or harassmnet 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.
6. All items created by this position are the sole property of Kansas Wesleyan University.