



## **Job/Position Description**

# **Marketing Assistant (Graduate Assistant)**

### **APPLICATION PROCESS AND HIRING TIMELINE INFORMATION**

To apply for this position you should submit an application ([www.kwu.edu/jobs](http://www.kwu.edu/jobs)) cover letter, resume/curriculum vitae, and two writing samples. Please email your application materials to [MARCOM@kwu.edu](mailto: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 position is filled. Applicants must apply and be accepted to the KWU MBA program to be eligible for this position.
- Interviews will begin immediately and continue until the job is filled.

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:** Graduate Assistant/Marketing Assistant. **Important note: This position is funded by a Graduate Assistant contract, and only Graduate Assistant qualified applicants may apply or be hired.**

**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:** Assistant Director of Marketing and Communications: Open

**DATE JOB LAST REVIEWED OR ANALYZED:** REVISED: November 22, 2016 by Paula Hermann, Senior Director of Marketing and Communications with approval from Melanie Overton, Vice President for Advancement

**JOB'S EMPLOYMENT STATUS:** Part-Time, Staff, Non-Exempt, 24-month Graduate Assistant (GA) Contract

**JOB'S SALARY OR SALARY RANGE AND BENEFITS:** See the attached Graduate Assistant Addendum at the end of the Job Description.

### **JOB INFORMATION**

**JOB SUMMARY:** Kansas Wesleyan University is seeking a strong communicator and marketing-oriented entry-level professional to join a high-performing Marketing and Communications team. Reporting to the assistant director of marketing and communications, this individual will support the initiatives of the MARCOM office by providing solid writing and organizational skills and social media savvy to efforts that will raise institutional awareness, enhance engagement among various constituents (donors, alumni, students, parents), and attract and retain students.

**JOB WORKS WITH:** 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:** None

**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 flexible work schedule of approximately 20 hours per week required.

**TRAVEL REQUIREMENTS:** None

## **JOB RESULTS, BEHAVIORS, AND PERFORMANCE MEASURES**

### **JOB'S ESSENTIAL DUTIES:**

#### **SOCIAL MEDIA:**

- Works with assistant marketing director to maintain the university's daily messaging on social media
- Provides ideas on enhancements and new platforms
- Manages MERIT (press releases on social platform)
- Collects information from campus departments to post on social media platforms

#### **WEBSITE:**

- Provides assistance on web management (Drupal) on a daily basis; maintaining current information, writing compelling content, placing photos/videos and updating calendar and news pages daily
- Assists with Campus Bird (Campus map software) to update map as needed
- Provides ideas on enhancements to the user experience

#### **COMMUNICATIONS:**

- Assists with writing weekly eNewsletter for campus community
- Assists with media pitches and press releases
- Writes content for bi-annual university magazine and other publications

#### **OTHER DUTIES:**

- Assists with planning and executing special events
- Works on special projects assigned by MARCOM or Advancement staff

**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. Shows demonstrated ability to work independently and takes initiative as an active team member
3. Show solid understanding of KWU brand and adheres to AP style

## **JOB QUALIFICATIONS**

### **EDUCATION:**

- **MINIMUM REQUIRED:** Bachelor's degree with qualifications (minimum 3.000 GPA) for admission to the MBA program
- **PREFERRED:** None

### **CERTIFICATIONS AND LICENSES:**

- **MINIMUM REQUIRED:** None
- **PREFERRED:** None

### **WORK EXPERIENCE:**

**MINIMUM REQUIRED:** Relevant experience attained during undergraduate studies or with previous employer

**PREFERRED:**

- Experience working with social media marketing
- Experience writing press releases or working with the media
- Experience working on promotional or marketing initiatives

**KNOWLEDGE, SKILLS, ABILITIES, and ATTITUDES – KSAA’s:**

MINIMUM REQUIRED:

- Strong written and interpersonal communication skills
- Experience effectively using multiple social media platforms, such as Facebook, Twitter, and Instagram
- Ability to establish and manage a timeline to meet deadlines
- Strong work ethic, energetic personality and willingness to go the extra mile
- Philosophical understanding of private, church-affiliated higher education
- Ability to produce high-quality work while managing projects independently
- Demonstrate high-level effectiveness in using Word, Excel, Power Point, and Outlook
- Have or be able to obtain a valid driver’s license
- Have or be able to obtain a cell phone

PREFERRED: None

**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 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.
6. All items created by this position are the sole property of Kansas Wesleyan University.



### **GRADUATE ASSISTANT PROGRAM ADDENDUM**

1. The purpose of the Graduate Assistant Program is to employ qualified students in Kansas Wesleyan University's (KWU) Master level programs in order to supplement KWU staffing requirements while providing those students with relevant work experience as they pursue their Master's degree. The Graduate Assistant Program funds one course per 8-week term during the fall and spring semesters (two eight-week terms each), and one course during the eight-week summer semester. The Graduate Assistant (GA)/student is responsible for progressing toward successful completion of the Master's degree by being enrolled in one course during each eight-week each term.
2. To be, and remain eligible for employment in the Graduate Assistant Program as a GA at KWU, the person must be enrolled in, and be successfully completing a Master's program at KWU.
3. The GA will be required to accomplish the following with respect to his or her Master's Program (Program) at KWU:
  1. Attend classes regularly, unless an "excused absence" is obtained in compliance with university standards;
  2. Comport himself/herself in the Program and in their employment as a positive example to, and role model for, undergraduate students, athletes and activity participants;
  3. Receive no final grade lower than a C in any course, remain in "good standing" at the university pursuant to its published policies, maintain at all times the required GPA for continuing graduate students at the university, and otherwise remain in compliance with all university requirements for graduation;
  4. Be enrolled in one course during each eight-week term during the year.
4. No courses in the Program where a grade of C or better has been earned, may be retaken for a better grade; any course retaken pursuant to the appeals provisions of section 5 below will be at the sole cost and expense of the GA.
5. Receiving a final grade lower than a C in any course during the Program, will result in immediate notice of dismissal as a GA by your department supervisor.

Within fifteen (15) days of receipt of such notice, the GA may submit a written appeal of the dismissal for extenuating and extraordinary circumstances to his/her department supervisor who will consider the appeal and communicate a decision regarding reinstatement, in writing to the GA and the Provost, within thirty (30) days of his/her receipt of the appeal, subject to review by the Provost, as described below.

If a decision is made by the department supervisor to reinstate the GA in the GA Program, this decision will be communicated to the Provost within the required thirty (30) day period. The Provost has the authority to override the decision if he/she determines that the GA is not making satisfactory progress toward a Master's Degree or is not likely to succeed academically in completing the Program as required in this Addendum; any such reversal by the Provost will be final and non-appealable, and will be communicated in writing to the GA within fifteen (15) days of the Provost's receipt of the department supervisor's reinstatement decision. With the written approval of the Provost, in his/her sole discretion, a GA may be dismissed from the Graduate Assistant Program but still remain in the Program, at his/her own expense. GA's will continue to be employed at KWU pending the final disposition of any authorized appeal.

Time is of the essence of all matters in this section 5. Failure to act within a required time period will be construed against the non-acting party and in favor of the party not required to act within that period.

6. The Graduate Assistant as a student employee:
  1. Will reside in Salina while employed in the Graduate Assistant Program. The GA may reside either on or off-campus.
  2. Will receive the following compensation:
    1. If residing on-campus, the GA will receive \$450.00 per month, on-campus living quarters, board (during the days Shriwise Cafeteria is open), and tuition reimbursement for one class per term in one of the Master's level Programs at KWU. GA's residing on-campus will be required to provide a security deposit of \$200.

2. If residing off-campus, the GA will receive \$800.00 per month and tuition reimbursement for one class per term in the one of the Master's level Programs at KWU.
3. If the GA is an International student, the GA will be required to pay a \$1,500 international student fee, which can be paid incrementally over the first few months. Payment arrangements are made through the Business Office within the first week of signing the Employment Offer Letter (Graduate Assistant) and this Addendum.
4. Will be provided with a job description and be expected to perform the duties and responsibilities as outlined in that job description, including additional duties and responsibilities as assigned by their department supervisor.
5. Will be assigned office space for the performance of his/her duties and responsibilities.
6. Will have at least two weeks of time-off annually and his or her department supervisor will determine and schedule time-off in accordance with university and GA needs. In addition, the summer can be a time for the GA to get a more substantial job in Salina, but the GA must plan to spend at least 20 hours each week working for the university. If the student does take an extended leave during the summer months, it must be approved by the GA's department supervisor and the monthly stipend is suspended for that time period. The department supervisor is responsible for reporting that information to the CFO. It is preferred that the student stay in Salina and fulfill his or her obligations.

THIS ADDENDUM IS ATTACHED TO AN EMPLOYMENT OFFER LETTER (GRADUATE ASSISTANT) BETWEEN KANSAS WESLEYAN UNIVERSITY AND THE GRADUATE ASSISTANT, DATED \_\_\_\_\_, AND MADE A PART THEREOF BY THIS REFERENCE. THIS ADDENDUM DOES NOT CONSTITUTE AN EMPLOYEE CONTRACT AND EMPLOYMENT AT KWU IS "AT-WILL," MEANING EITHER KWU OR THE EMPLOYEE MAY TERMINATE EMPLOYMENT AT ANY TIME FOR ANY REASON.

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**Graduate Assistant Signature**

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**Date Signed**