



## Job/Position Description

# Senior Director of Marketing and Communications

### APPLICATION PROCESS AND HIRING TIMELINE INFORMATION

To apply for this position, you should submit an application, found at [kwu.edu/jobs](http://kwu.edu/jobs). Applicants must also submit a cover letter, resume/curriculum vitae, two writing samples, three references, and salary requirements via email to [jan@kwu.edu](mailto:jan@kwu.edu) (preferred method) or mail the same to The Office of the President, Campus Box 10, 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, please make sure you reference the position title on the subject line of your email.

The timeline for filling this job is:

- Applications will be taken until the job is filled.
- Interviews will begin as soon as qualified applicants are identified and will continue until a hiring decision is made.
- Position is to be filled as soon as possible.
- Ideal start date: November 4, 2019

We will NOT check personal references or contact 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:** Senior Director of Marketing and Communications

**JOB'S OPERATING GROUP :** MARCOM

**OPERATING GROUP'S PURPOSE AND MAJOR RESPONSIBILITIES:** The Marketing Communications Office is an extension of the President's Office, bringing the mission and vision of the university to life visually as well as through written and electronic mediums. Providing executive and crisis strategic communications, the Senior Director of MARCOM plays a vital role as the voice of the university. The MARCOM team works closely with the president and the senior director of Advancement to oversee signature events, providing outstanding experiences for key constituents such as Board members, donors, parents, community leaders and alumni.

**JOB'S DEPARTMENT:** Marketing and Communications (MARCOM)

**DEPARTMENT'S PURPOSE AND MAJOR RESPONSIBILITIES:** The Marketing and Communications Office is responsible for managing the overall brand/voice and the strategic integrated communications of the university through marketing, advertising, public relations, internal and external communications, media relations and brand management. The office oversees signature events, crisis communication, executive communication, Advancement communication and the university website ([www.kwu.edu](http://www.kwu.edu)). The office's main focus is on general university and event promotion. This position provides consultation to the Enrollment Marketing Coordinator on recruitment advertising and social media outreach.

**JOB'S DIRECT SUPERVISOR:** Dr. Matt Thompson, President and CEO

**DATE JOB LAST REVIEWED OR ANALYZED:** September 2019

**JOB'S EMPLOYMENT STATUS:** Staff, Full-Time, Exempt, At-Will

**JOB'S SALARY OR SALARY RANGE AND BENEFITS:** Salary to be determined at hiring based on the applicant's qualifications and experience. Please submit your desired salary with your application and supporting documents. Benefits are dependent on the job's employment class and employment status.

## JOB INFORMATION

**JOB SUMMARY:** MARCOM is a group of creative thinkers and leaders who care deeply about providing quality materials, integrated communication strategies and outstanding experiences for community members and guests who visit Kansas Wesleyan University. The office culture is fast-paced, collaborative, respectful and professional, with some humor and a lot of creative brainstorming intertwined. The team takes great pride in the tremendous responsibility of managing the university brand, and the team members bring their best every day to ensure that they are creating exceptional work for the university.

We're seeking a seasoned Marketing/Communications manager to lead the MARCOM team. The ideal candidate will be a strong team leader and natural strategist, providing innovation and direction in creating and executing effective communication and media strategies to generate awareness, building relationships and shaping behaviors among members of Kansas Wesleyan University's external and internal audiences, including current students, faculty, staff, alumni, current and prospective donors, and the general public.

Managing a team of four (assistant director, graphic designer, Graduate Assistant marketing coordinator and student assistant) that produces collateral and markets more than 200 annual events, the Senior Director has exceptional organizational, communication and leadership skills, as well as the willingness and ability to provide writing, marketing and event planning assistance.

This senior administrative position works cross functionally with every department on campus, as well as with donors, community leaders, board members and VIP guests, requiring refined relationship-management skills.

**JOB WORKS WITH:** A creative team of four in the Marketing and Communications Office and cross functionally with all departments on campus; Office of the President, Advancement Office

**JOB'S STAFF AUTHORITY:** All members of the Marketing and Communications Office

**JOB'S BUDGET AUTHORITY:** MARCOM

**JOB'S PHYSICAL WORKING CONDITIONS:** Approximately 80% of the time in a temperature-controlled office; 20% at events or in meetings.

**JOB'S UNUSUAL HAZARDS OR WORKING CONDITIONS:** None

**POSITION'S EQUIPMENT:** University's phone system, computer, university alumni data base system.

**POSITION'S WORK SCHEDULE:** A flexible work schedule of approximately 45-50 hours per week, including some nights and weekends at university events.

**TRAVEL REQUIREMENTS:** Limited travel, mostly associated with professional development workshops.

## JOB RESULTS, BEHAVIORS, AND PERFORMANCE MEASURES

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

#### **Provide Management/Leadership of MARCOM Staff (30%)**

Provides leadership and direction to MARCOM staff members, ensuring consistency in brand and voice across all platforms.

- Leads MARCOM staff meetings and one-on-one meetings with staff members to keep all projects on deadline and to provide direction and project prioritization
- Makes hiring decisions and evaluates employees annually
- Sets tone for and oversees MARCOM culture and team goals
- Develops and manages MARCOM budget

- Manages vendor relationships (website vendors, box office software vendor) and is administrator for event and space reservations on campus
- Provides direction and maintains brand consistency on social media activity performed by Admissions and MARCOM staff

#### **Serves as Chief Communications Officer (30%)**

- Provides annual internal and external communications strategy for the university
- Acts as final editor for and provides creative guidance to university print projects
- Serves as managing editor for the biannual university magazine and weekly internal newsletter
- Works closely with president to craft internal, external and crisis communications
- Provides script writing assistance and overall message direction for the president and others who speak at signature events
- Provides general media relations strategies and serves as public information officer for university
- Assists with story generation for all platforms
- Works with president and provost on campus and parent communications in crisis situations
- Works with Athletics Department on licensing and oversees logo usage and style guide
- Responds to external requests for donations, space rental
- Manages community partnerships on special projects
- Oversees campus signage

#### **Marketing Strategy (15%)**

- Manages the university's marketing plans for events and the Department of Fine Arts, including developing plans focused on increasing attendance and engaging new audiences
- Works closely with Advancement Office on collateral for donor and alumni functions
- Provides overall consultation on marketing initiatives (other than recruitment marketing)
- Manages all general university advertising (radio, newspaper)

#### **Event Planning (20%)**

Responsible for planning and executing signature events, including Homecoming & Family Weekend, Jazz Night, International Music Festival Dinner, board dinners, special speaker presentations and Pioneer Society Social

- Assists with community and campus event planning, promotion and setup, and attends university-hosted major events

#### **JOB'S OTHER DUTIES (5%)**

PERFORMS OTHER APPROPRIATE AND REASONABLY REQUIRED 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. Strong team cohesiveness and achievement of MARCOM team goals.
2. Measured success of marketing initiatives, resulting in increased annual attendance at university events.
3. Increased engagement on university social media posts related to events.
4. Successful updates and overhaul to university website based on analytics and best practices.
5. Successful placement of stories in local, regional and national publications, websites, etc.

## JOB QUALIFICATIONS

### **EDUCATION:**

- MINIMUM REQUIRED: Bachelor's Degree in Communications, Marketing
- PREFERRED: Master's Degree

### **CERTIFICATIONS AND LICENSES:**

- MINIMUM REQUIRED: None
- PREFERRED: None

### **WORK EXPERIENCE:**

- MINIMUM REQUIRED: Ten years of professional experience in a communications/marketing position that includes a trajectory of increased leadership, including a minimum of two years of management overseeing at least two employees, in addition to strong communication and marketing skills and significant writing responsibilities.
- PREFERRED: Strong consideration will be extended to those with experience in higher education marketing/communications

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

- MINIMUM REQUIRED
  - Experience managing employees
  - Commitment to the philosophy of private higher education and the mission of the university
  - Strong, informative and persuasive writing skills and experience developing communications intended for audiences to take action
  - Experience managing websites and understanding of emerging media and multiple social media platforms
  - Superior news judgment, sharp editing and proofreading skills, clear and stylish writing, and proficiency in AP Style
  - Experience in media relations work
  - Outstanding written and interpersonal communication skills with some experience in executive-level communication
  - Demonstrated ability to handle multiple tasks and manage multiple projects
  - Ability to organize, lead, establish and manage multiple timelines 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 work with Apple computer and software
  - Have a valid driver's license
  - Have or be able to obtain a cell phone
- PREFERRED
  - Competency in Adobe Creative Suite

## NOTICE OF SPECIAL JOB 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 Christian 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.