



## Position/Job Description

### Communications Specialist (Part-Time)

#### APPLICATION AND HIRING TIMELINE INFORMATION

To apply for this position you should submit an application ([www.kwu.edu/jobs](http://www.kwu.edu/jobs)), a cover letter, and a resume/curriculum vitae. Please email your application materials to [HR@kwu.edu](mailto:HR@kwu.edu). In your cover letter please pay special attention to matching your actual qualifications to the required qualifications listed in this Position/Job Description. 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 as soon as qualified applications are received.
- The position begins as soon as possible.

**KWU is an Equal Opportunity Employer and encourages diversity in employment.** We will not check references or past employers without first notifying you of our intent to do so. We will acknowledge receipt of your application as soon as we receive it.

#### ADMINISTRATIVE INFORMATION

**POSITION TITLE:** Communications Specialist

**POSITION'S OPERATING GROUP:** Advancement, Admissions and Marketing

**GROUP'S PURPOSE AND MAJOR RESPONSIBILITIES:** The operating group of Advancement, Admissions and Marketing works as one to grow, advance and maintain the high standards of KWU.

**POSITION'S DEPARTMENT:** Marketing and Communications

**DEPARTMENT'S PURPOSE AND MAJOR RESPONSIBILITIES:** The purpose of the Marketing and Communications Office is to promote Kansas Wesleyan University, both internally and externally. This includes recruitment advertising and associated campaigns, media relations and brand management, as well as disseminating information to KWU staff and faculty. The MARCOM office is a staff of two full-time employees and a graduate assistant, with an intern planned for Fall 2020, and operates in a team-based culture of ideas and constant movement.

**POSITION'S DIRECT SUPERVISOR:** Brad Salois, Director of Marketing and Communications

**POSITION'S EMPLOYMENT STATUS:** Staff, Part-Time, Non-Exempt, At-Will

#### POSITION INFORMATION

**POSITION SUMMARY:** The position will be the contact for day-to-day questions during the build process of KWU's new web site, which is being designed in WordPress. This will include meeting with vendors, as well as working to convert and move data over when needed. The position will also help manage KWU's current site, which is laid out in Drupal 7, and will help improve that site's ease of use during the new site's build process. Both of these roles will be executed under the supervision and in strong collaboration with the Director of Marketing and Communications and, at times, the rest of the MARCOM team.

The successful candidate will also be responsible for the university's weekly internal newsletter, a product currently delivered in the Campaigner email client. The position may also be asked to assist with other tasks, depending on skillset and each week's specific workload.

**POSITION WORKS WITH:** This position will primarily work with the MARCOM team, but will also deal with administrators, staff, and faculty to make changes and edits to the current web site and answer questions about the new build.

**JOB'S BUDGET AUTHORITY:** None

**JOB'S PHYSICAL WORKING CONDITIONS:** If on-campus, this position is in a typical office environment.

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

**JOB'S WORK SCHEDULE:** The successful candidate will work 20-25 hours per week, with 20 being the minimum and the standard figure. On-ground candidates will work set hours in the office that may be discussed with the Director and altered periodically if needed. All remote candidates are expected to have the ability to attend meetings, with approximately 72 hours' notice, from 8 a.m. – 5 p.m. CT during the week. A remote candidate may fulfill some of the duties of the position outside of traditional business hours. Preference will be given to candidates with additional time available during the work day.

**JOB'S TRAVEL REQUIREMENTS:** None

## POSITION RESPONSIBILITIES AND DUTIES

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

**NEW WEB SITE (40%):** The position will be the contact for day-to-day questions during the build process of KWU's new web site, which is being designed in WordPress.

- a. Attend Zoom/WebEx meetings with the contracted vendor at times agreed upon.
- b. Contribute to the creative process during build.
- c. Address any vendor issues or questions that may arise during on an everyday basis during data transfer.
- d. Be accessible to answer, in coordination with the Director, questions from staff and faculty regarding the new site.

**CURRENT WEB SITE (40%):** The Communications Specialist will be responsible for working with a second outside vendor to improve the functionality of the current KWU.edu while the new site is being built. The current site is Drupal-based.

- e. Coordinate with outside vendor to determine possible changes to minimize click-throughs to key points.
- f. Add, remove, or transfer content as needed to streamline the site. This will be done in coordination with the Director, as well as relevant faculty and staff.

### **JOB'S OTHER DUTIES:**

**WEEKLY INTERNAL NEWSLETTER (10%):** The communications specialist will be the contact for the weekly internal campus newsletter.

- g. Adapt written material from the Director and graphics/photos from the Graphic Designer as needed.
- h. Utilize Campaigner program and campus calendars to make the content as relevant as possible.

**OTHER DUTIES AS ASSIGNED (10%):** The selected candidate will be assigned other duties as skills and web demands dictate. This may include writing assignments, small graphic design projects, or archival work.

## POSITION QUALIFICATIONS

**EDUCATION:** Minimum of an associate's degree is required, although four years of relevant experience may be substituted in lieu of the degree. A bachelor's degree is preferred.

**CERTIFICATIONS AND LICENSES:** None

### **WORK EXPERIENCE:**

**MINIMUM REQUIRED:** Two years' experience as a web contact, editor, or designer, with outside vendor experience.

**PREFERRED:** Previous experience with building a web site from scratch, whether directly or with a vendor. 3-5 years in web management and experience with outside vendors. Strong preference will be given to individuals with experience in a small collegiate MARCOM environment, whether school-wide or a specific department (i.e. athletics).

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

### **MINIMUM REQUIRED:**

- Possess some level of experience with Wordpress web platform.
- Proven ability to communicate effectively and participate effectively in a team-oriented environment.
- Able to think critically and make reasonable decisions in a fast-paced environment.
- Possess working knowledge of Microsoft Office and Adobe Creative Suite applications.
- A strong commitment to customer service.
- The ability to prioritize and work on multiple projects simultaneously.
- Working knowledge of MAC’s (or the ability to learn quickly).

### **PREFERRED:**

- Possess experience with Drupal web platform.
- Have basic graphic design knowledge
- Familiarity with email marketing programs (Constant Contact, Campaigner, etc.)
- Have AP style knowledge

## **NOTICE OF SPECIAL POSITION 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, and drug screening may be required dependent on position and assigned duties.