



## Job/Position Description

# Communications Specialist

### APPLICATION PROCESS AND HIRING TIMELINE INFORMATION

To apply for this position you should submit a [KWU Employment Application](#), cover letter, resume/curriculum vitae, three references, teaching philosophy, and your salary requirements. 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 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 position is filled.
- Interviews will begin as soon as possible.
- The job may start as soon as possible.

**KWU is an Equal Opportunity Employer and encourages diversity in employment.** We will check references of past employers and personal references. We will acknowledge receipt of your application as soon as we receive it.

### ADMINISTRATIVE INFORMATION

**JOB TITLE:** Communications Specialist

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

**OPERATING 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.

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

**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 fundraising campaigns, media relations and brand management, as well as disseminating information to KWU staff and faculty. The MARCOM office is a staff of three full-time employees – multiple part-time assistants and occasional interns. The department operates in a positive, team-based culture of ideas and constant movement.

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

**DATE JOB LAST REVIEWED OR ANALYZED:** September 27, 2022. Revised by: HR: Becky Mathews, Director of MARCOM: Brad Salois.

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

**JOB'S SALARY OR SALARY RANGE AND BENEFITS:** Salary to be determined.

### JOB INFORMATION

**POSITION SUMMARY:** Kansas Wesleyan is seeking an individual to assist with various projects in the MARCOM office, including web site management and regional marketing assistance. While the final decision on marketing will lie with the director of MARCOM, this position can play a key role in locating opportunities and discussing strategy within the state.

A strong preference will be afforded to candidates with recent Wordpress experience. Other preferences will be given to candidates with knowledge and skills in the area of graphic design, although this is not

required and should not preclude anyone from applying. The selected candidate may have other opportunities within the office for growth and development.

**JOB WORKS WITH:** 3-4 people who work directly in the Marketing and Communications Office and numerous individuals in departments throughout campus.

**JOB'S BUDGET AUTHORITY:** None

**JOB'S PHYSICAL WORKING CONDITIONS:** 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 approximately 15-25 hours per week (precise schedule to be determined prior to hiring). The majority of the position may be done remotely at the discretion of the office director. However, approximately five hours of work per week (part of one day) is required in the office to allow for meetings with other departments on campus.

**JOB'S TRAVEL REQUIREMENTS:** None

## JOB RESULTS, BEHAVIORS, AND PERFORMANCE MEASURES

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

#### **WEB SITE MANAGEMENT (75%)**

- In coordination with the Director of Marketing and Communications and the Assistant Director of Communications Projects, work with departments and staff throughout campus to maintain KWU.edu. This will result in communication with the off-site coding and implementation specialists, as well as editing and arranging text blocks, uploading photos and creating new pages. KWU.edu is a Wordpress site.

#### **MARKETING ASSISTANCE (25%)**

- Will be expected to communicate with marketing opportunities throughout the state, inquiring on expectations, timelines and costs, and keep a running spreadsheet of results. Some opportunities will be assigned, while others can be found through the employee's individual effort and/or contacts.

#### **OTHER DUTIES AS ASSIGNED:**

- May be assigned other duties dependent upon skill sets and experience, including graphic design, social media, photography and others. This will be a minimal expectation.

**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 deadlines with accurate, quality work
2. Show solid understanding of KWU brand and adheres to AP style
3. Contributes to a positive culture around campus and, specifically, in the Advancement/Admissions/MARCOM area.
4. Proactively seeks edits and required contributions to materials needed for position
5. Increases quality of the MARCOM office's relationships with faculty and staff.

## JOB QUALIFICATIONS

### **EDUCATION:**

- MINIMUM REQUIRED: Bachelor's Degree
- PREFERRED: None

### **CERTIFICATIONS AND LICENSES:**

- MINIMUM REQUIRED: None
- PREFERRED: None

### **WORK EXPERIENCE:**

- **MINIMUM REQUIRED:** 1-3 years of experience in the communications field. Internships may be applied to this figure. Strong preference will be given to candidates with Wordpress experience.
- **PREFERRED:** 3-5 years.

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

#### **MINIMUM REQUIRED**

- A Bachelor's degree is required.
- Demonstrated ability to work both independently and collaboratively in a fast-paced and rapidly changing environment.
- Exceptional customer service, time management and organizational skills.
- Demonstrated ability to meet project deadlines and successfully manage multiple priorities.
- Ability to maintain quality of product by reviewing content, accuracy and neatness.
- Demonstrated ability to work effectively with multiple departments.
- Demonstrated ability to execute and communicate creative vision.
- Demonstrated effective verbal, written and interpersonal communication skills.
- The ability to relate to individuals in varying positions within an organization.
- Strong knowledge of AP Style.
- Experience with Wordpress CMS.

#### **PREFERRED**

- Experience working in higher education
- Fluency in MAC platforms and software
- Experience with vendor relationships, whether business-to-business or otherwise.
- Knowledge of graphic design principles and Adobe InDesign usage.

### **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 Kansas Wesleyan University, all employees of Kansas Wesleyan are to be considered as an “at-will” employee.
3. All employees of Kansas Wesleyan University are considered “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. 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.
6. All items created by this position are the sole property of Kansas Wesleyan University.