



Position Description

Director or Assistant Director of Marketing and Communications

APPLICATION PROCESS AND HIRING TIMELINE INFORMATION

To apply for this position, you should submit:

1. [KWU Employment Application](#)
2. Cover letter,
3. Resume/curriculum vitae,
4. Three references,
5. Desired salary (may be entered on application)
6. Please email your application materials to hr@kwu.edu.

The timeline for filling this position is:

- Applications will be taken until the position is filled.
- Interviews will begin when qualified applicants are identified and continue until a hiring decision is made.
- The position is expected to begin on or around June 23, 2025.
- *The job description below describes both Assistant Director and Director-level positions for this role. KWU is hiring for one position. The job duties below may change slightly, but the on-site and 40-45 hour/week nature of the role will not change. An updated job description can be provided to the successful applicant **upon request** before finalizing hiring.*

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

POSITION TITLE: Assistant Director of Marketing and Communications/Director of Marketing and Communications *(dependent on experience)*

POSITION'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.

POSITION'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 office has won 15 notable awards in the last four years. The department operates in a positive, team-based culture of ideas and constant movement.

POSITION'S DIRECT SUPERVISOR: Assistant Vice President of MARCOM

DATE POSITION LAST REVIEWED OR ANALYZED: April 2025

POSITION'S EMPLOYMENT STATUS: Staff, Full-Time, Exempt (administrative)

POSITION'S SALARY OR SALARY RANGE AND BENEFITS: Salary to be determined at hiring based on the applicant's qualifications and experience. Benefits are available for full-time employees.

POSITION INFORMATION

POSITION SUMMARY: This position's role is to serve as the office's chief lieutenant, providing leadership and a strong work ethic in various areas across the departmental workload. Specific duties will be focused around documented strengths seen during the interview process and no day will be the same. This position will likely include a significant writing workload, social media management and content development or document layout and design. A solid grasp of the Adobe Creative Suite is required, as are a notable number of recent examples of publishing AP-style writing (bonus points if those examples include both releases and features). Experience with recent versions of WordPress is strongly preferred, if not required, and for a higher-ranking position, preference will be given to candidates with documented crisis communications experience.

POSITION WORKS WITH: Individuals who work directly in the Marketing and Communications Office and numerous individuals in departments throughout campus.

POSITION'S BUDGET AUTHORITY: None

POSITION'S PHYSICAL WORKING CONDITIONS: This position is in a typical office environment.

POSITION'S UNUSUAL HAZARDS OR WORKING CONDITIONS: None

POSITION'S WORK SCHEDULE: The successful candidate will work a 40-45 hour per week schedule on-site with occasional hours after traditional operating time, primarily for university events known well in advance. There may be occasional remote work required for social media management, as well.

POSITION'S TRAVEL REQUIREMENTS: 0-5%.

POSITION DUTIES AND PERFORMANCE MEASURES

POSITION'S ESSENTIAL DUTIES:

COMMUNICATIONS

- Assists significantly with university-level writing, to include emails, press releases, social media copy and more. Will likely be assigned particular topics to manage all communications regarding.
- May assist with management and production of the university's email communications, whether through its Salesforce CRM or Constant Contact.

MARKETING

- Assists with marketing at the institutional level. May involve research, vendor discussions or other work.

SOCIAL MEDIA

- Assists with all social media content creation, posting and monitoring. May be assigned management of certain channels, including after-hours efforts.

WEBSITE MANAGEMENT

- Will play a key role with website management, including communication with off-site technical support, editing in WordPress and other requirements.
- Likely to be office's chief liaison to faculty members responsible for updating departmental pages.
- Will work with other office staff to update pictures in key web areas every 4-8 months.

CRISIS COMMUNICATIONS

- In the absence of the assistant vice president, may serve as a crisis communications lead. This depends on precise skill set and experience.

VENDOR RELATIONS/PROJECT MANAGEMENT

- Will be required to communicate by phone and email with vendors regarding projects and keep records of the results.

- Will be expected to monitor status of office's print projects and provide reports upon request.

PHOTOGRAPHY

- Expected to be involved in regularly updating the campus photo library. May include maintaining the archive or taking the photos themselves with providing equipment. Expectations will be noticeably adjusted depending upon experience and training will be available.

GRAPHIC DESIGN/DOCUMENT LAYOUT

- Basic graphic design ability is required for this position, as manipulating and editing previous documents and graphics will be necessary. Basic content creation would be a significant benefit. Knowledge of the Adobe Creative Suite is required to fulfill this expectation, but it may be possible to use Canva for some work.
- Knowledge of printing principles – paper, document layout, etc. – is strongly preferred.

OTHER DUTIES AS ASSIGNED

- May be required to supervise and mentor interns or student assistants
- Will be responsible for daily media mention tracking and print project tracking.
- If at a director-level title, may have supervisory responsibilities of staff or assume leadership of office in absence of AVP.
- Will work with Admissions and Advancement to assess project needs and gathering of materials to fulfill.
- May have other duties as assigned at the discretion of the AVP of MARCOM.

POSITION'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. Makes sure communications are distributed on time and error-free
2. Proactively seeks improvements and contributions, both to regular tasks and required contributions to materials needed for position
3. Contributes to a positive culture around campus and, specifically, in the Advancement/Admissions/MARCOM area
4. Show solid understanding of KWU brand and adheres to AP and university style
5. Communicates professionally and with a positive attitude, seeks to establish answers and find solutions

POSITION QUALIFICATIONS

EDUCATION:

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

CERTIFICATIONS AND LICENSES:

- MINIMUM REQUIRED: None
- PREFERRED: None

WORK EXPERIENCE:

- MINIMUM REQUIRED: Four years relevant professional experience – *Some individuals may have the skills required with less, but this would be extremely rare.*
- STRONGLY PREFERRED: 5-7 years relevant professional experience

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

MINIMUM EXPECTED

- A Bachelor's degree is required.

- Demonstrated ability to work both independently and collaboratively in a fast-paced and rapidly changing environment.
- Expertise in AP Style.
- 4-6 years of AP-style, professional writing experience, to include both press releases and features. *Individuals with less than this are encouraged to apply, but a strong sample of published work is required for consideration. Recent work will be considered more highly than older items.*
- Strong grasp of Adobe Creative Suite, particularly InDesign and Photoshop.
- 1-3 years experience with professional social media management.
- 3-5 years experience of professional usage of basic graphic design skills.
- 2-3 years working with printers or other vendors to complete projects
- Documented experience with recent versions of WordPress, with references willing to speak to the positivity of the experience.
- Demonstrated ability to meet project deadlines and successfully manage multiple priorities.
- Ability to maintain quality of product by reviewing material for content, accuracy and neatness.
- Demonstrated ability to execute and communicate creative vision.
- Demonstrated effective verbal, written and interpersonal communication skills.
- Comfort with a faith-based, liberal arts educational experience.
- An attitude of willingness to learn – we will not ask too much of you, but we may ask for creativity and newness of thought.

PREFERRED

- A strong portfolio of layout examples, with a secondary preference for design, as well, is strongly preferred.
- Comfort with MAC Platforms and software.
- 4-6 years of vendor management/relations.
- 3-5 years of working with Adobe Creative Suite for intermediate design and layout.
- Successful experience marketing a business or organization regionally (does not have to be in KWU's region).
- Knowledge of different types of paper and stock for print projects is strongly preferred.
- Experience working in higher education.
- Experience with Constant Contact or Salesforce.
- Experience with crisis communications, to include serving as a spokesperson during emergency events.
- Experience with digital marketing methods and principles, to include paid search and retargeting.
- Experience working with leadership of a large professional group or organization to produce a product, fulfill a vision or deliver results.

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 POSITION. 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.