



Job/Position Description

Marketing Coordinator/YMCA (Graduate Assistant)

APPLICATION PROCESS AND HIRING TIMELINE INFORMATION

IMPORTANT NOTE: Graduate Assistant positions are subject to the conditions found in the GA Program Addendum which follows this description.

To apply for this position you should submit a [KWU Employment Application](#), cover letter, resume/curriculum vitae, and your salary requirements. Please email your application materials to 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 job is filled.
- Interviews will begin as soon as qualified applicants are identified (approximately November 10, 2021 or sooner), and continue until a hiring decision is made.
- Position is to be filled as soon as possible.
- Position begins January 1, 2022 (negotiable).

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: YMCA MARKETING SPECIALIST (Graduate Assistant Position) - **Important note: This position is funded as a Graduate Assistant position, and only Graduate Assistant qualified applicants may apply or be hired. See the Graduate Assistant Program Addendum below.**

POSITION'S MAJOR OFFICE: Marketing Communications at the Salina Family YMCA

MAJOR OFFICE RESPONSIBILITIES: The YMCA Marketing Specialist is responsible for coordinating with contracted marketing partner to manage the overall brand/voice and strategic communication of the YMCA through marketing, advertising, public relations, internal and external communications, media relations, brand management and licensing. This person assists with signature events, crisis communication, executive communication, and the YMCA website (www.salinaymca.org).

POSITION'S DEPARTMENT: YMCA MARCOM

POSITION'S DEPARTMENT RESPONSIBILITIES: This position provides the perfect candidate opportunities to develop skills in marketing, public relations, event planning, social media marketing, writing and much more. As our primary liaison with our contracted marketing contractor, and a member of our professional leadership team, the Specialist will assist with the creation of monthly newsletters, writing of press releases, development of marketing plans to promote internal and public-facing events, execute social media initiatives, assist with event planning, work on the YMCA website and assist with special projects.

POSITION'S DIRECT SUPERVISOR: Angie Lassley, President/CEO Salina Family YMCA, and Steve Wilson, KWU Athletic Director

DATE POSITION LAST REVIEWED OR ANALYZED: November 2021, Revised by: Angie Lassley (YMCA), Reviewed by Ken Oliver, Vice President of Advancement and University Operations; Becky Mathews, Human Resources Specialist.

POSITION'S EMPLOYMENT STATUS: Part-Time, Staff, Exempt, At-will, 24-month Graduate Assistant (GA) Agreement.

POSITION'S SALARY OR SALARY RANGE AND BENEFITS: \$9,600 annually (24-month agreement), graduate tuition remission as per the standard Graduate Assistant Contract.

POSITION INFORMATION

POSITION'S SUMMARY: The position is responsible for proving leadership to YMCA Marketing strategies and implementation and serving as the liaison to the marketing contractor.

POSITION WORKS WITH: The YMCA leadership team, including the Missouri Alliance YMCA Marketing Contractor

POSITION'S STAFF AUTHORITY: None

POSITION'S BUDGET AUTHORITY: None – YMCA/KWU partnership

POSITION'S PHYSICAL WORKING CONDITIONS: Office, off-campus event venues, campus

POSITION'S UNUSUAL HAZARDS OR WORKING CONDITIONS: None

POSITION'S EQUIPMENT: YMCA computer

POSITION'S WORK SCHEDULE: Flexible part-time schedule at YMCA (20-25 hours per week, some nights and weekends), arranged around GA studies and classes. The day-to-day work schedule may change based on the program's needs and requirements.

POSITION'S TRAVEL REQUIREMENTS: Local travel made be required to community events, or vendors. Annual conference is available. If attend, all expenses paid by YMCA. Opportunities to travel to see other YMCAs.

POSITION DUTIES AND PERFORMANCE STANDARDS

POSITION'S ESSENTIAL DUTIES:

Marketing Coordinator:

Marketing (80%)

- Serve as primary liaison to Missouri YMCA Alliance Marketing Contractor
- Identify methods of reaching new target markets for YMCA events in which the public is invited (ie. Programs, events)
- Assist with tracking and evaluation of marketing analytics
- Manage annual communications and marketing calendar
- Develop internal fliers and communication pieces
- Act as main contact for YMCA donation requests from other organizations
- Take photos and video of YMCA programs for marketing library. May assist with video development.

Writing (12%)

- Research stories for newsletters
- Assist with press releases and content for website and newsletters, including features on members, staff, mission impact and programs
- Craft messages for email communication to potential event guests

Event Planning (4%)

- Assist with tasks involved in the event planning
- Works collaboratively with colleagues across campus to assist with major events, including Healthy Kids Day, Fall Festival, all staff meeting and any others as assigned

JOB'S OTHER DUTIES (4% of time):

1. Serve as a contact for KWU partnership for promotion of events and activities
2. Perform other appropriate and reasonably required duties as assigned by the job's supervisor.

POSITION'S PERFORMANCE MEASURES AND STANDARDS: This section lists the specific performance measures upon which this position's performance will be evaluated. Actual performance standards (goals) for each performance measure will be set in consultation with the position holder and their direct supervisor.

- Marketing – Increased attendance at events
- Writing – Demonstrates solid understanding of AP style and shows increased improvement in writing with fewer required edits throughout the two-year commitment
- Event Planning – Shows increased competency and confidence in managing specific areas of event management with little to no supervision
- Teamwork – Works collaboratively with all members of the Leadership team, demonstrating strong relationships and positive engagement with YMCA community; actively participates in meetings, is prepared and confidently expresses ideas and concerns; takes initiative and completes tasks independently
- Supervisor and peer survey of employee performance and willingness to support and contribute to department growth and success.

POSITION QUALIFICATIONS

EDUCATION:

- **MINIMUM REQUIRED:** Bachelor's degree with qualifications (i.e., minimum 3.00 GPA) for admission to the MBA program.
- **PREFERRED:** None

CERTIFICATIONS/LICENSES:

- **MINIMUM REQUIRED:**
 - Valid driver's license.

WORK EXPERIENCE:

- **MINIMUM REQUIRED:** Relevant experience attained during undergraduate studies or with previous employer including an understanding of marketing and event planning and above-average writing skills
- **PREFERRED:** Coordinated a significant multi-level event, demonstrated success using social media to attract audience; written news/feature story for newspaper

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

- **MINIMUM REQUIRED**
 - Philosophical alignment with the mission and vision of Kansas Wesleyan University.
 - Demonstrable priority setting and organizational skills.
- **PREFERRED**
 - None

NOTICE OF SPECIAL POSITION 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 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.

**ADDENDUM TO THE
EMPLOYMENT OFFER LETTER (GRADUATE ASSISTANT)**

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 provide those students with relevant, real-life 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 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 themselves 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 their 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 their 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 they determine 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 their sole discretion, a GA may be dismissed from the Graduate Assistant Program but still remain in the Program, at the GA's 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.
 2. All GA's (domestic or international student), are required to carry qualifying medical insurance. If the GA does not have medical insurance, they are required to purchase this insurance through the university at the

current rate of \$2,776.00. This rate is current for the 2021-2022 academic year, August 1, 2021 through July 31, 2022. Since this is a mandatory fee student aid may be used to cover this expense (domestic GA students).

3. 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.
4. Will be assigned office space for the performance of their duties and responsibilities.
5. Will have at least two weeks of time-off annually and their 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 SIGNED ADDENDUM IS PART OF THE REQUIREMENTS FOR EMPLOYMENT AS A GRADUATE ASSISTANT, AND DOES NOT CONSTITUTE AN EMPLOYEE CONTRACT AS EMPLOYMENT AT KWU IS "AT-WILL," MEANING EITHER KWU OR THE EMPLOYEE MAY TERMINATE EMPLOYMENT AT ANY TIME FOR ANY REASON.

Graduate Assistant Printed Name

Graduate Assistant Signature

Date Signed