



Job/Position Description

Layout Specialist – Marketing and Communications

APPLICATION PROCESS AND HIRING TIMELINE INFORMATION

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 REMOTE job is:

- Applications will be taken until the position is filled.
- Interviews will begin as soon as possible.
- The job is currently scheduled to start as soon as possible.
- **This is a temporary position with no set end date, which may be fully or partially remote. The university is seeking a full-time, on-ground employee in a similar role, which would transition out this position. However, the university will provide two weeks' notice of that occurrence and it is strongly suspected opportunities with KWU will remain available for the person selected for the remote role.**

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

JOB TITLE: Layout Specialist – Marketing and Communications

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 associated campaigns, media relations and brand management, as well as disseminating information to KWU staff and faculty. The MARCOM office is a staff of comprised of a director, this position and numerous other part-time assistants. 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

JOB'S EMPLOYMENT STATUS: Staff, Part-Time (25-30 hours per week), Hourly, At-Will

JOB'S SALARY OR SALARY RANGE AND BENEFITS: Salary to be determined at hiring based on the person'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.

POSITION INFORMATION

POSITION SUMMARY: Kansas Wesleyan University is seeking a qualified professional to join a high-performing Marketing and Communications team. This individual will report to the Director of Marketing and Communications, and may work remotely. However, the selected candidate and will be expected to be

available during business hours for regularly scheduled meetings and discussions. The nature of that availability may be discussed with each individual candidate, but candidates MUST be located within the United States. This allows for participation in university meetings and regularly scheduled discussions with MARCOM staff, including the director, to review strategy and planning.

A slight increase in salary will be provided for candidates willing to work on-campus 1-2 times per week.

This role will be responsible for the creation of high-quality content including various print items. This individual will lead layout on assigned printed materials to donors and recruits.

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

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 25-30 hours per week on a part-time basis that may be remote. Preference will be given to candidates able to come to campus 1-2 times a week to enable connection with the MARCOM staff, as well as other stakeholders. Fully remote individuals will be encouraged to have a set work schedule for at least a portion of their hours, to enable connection with the MARCOM team and to enable the individual to participate in strategic planning. A quality Internet connection is required, as virtually all communication will be done via email or Zoom/Teams (rather than phone).

JOB'S TRAVEL REQUIREMENTS: None

POSITION DUTIES AND PERFORMANCE STANDARDS

POSITION'S ESSENTIAL DUTIES:

LAYOUT (80%)

- Works with MARCOM, Advancement, Admissions and other departments to create, design and lay out collateral that reflects university and program brand and goals.
- Is the primary designer of several key university-level pieces, including the Contact magazine and its supplements. This requires significant long-term planning and making initial suggestions regarding stories and layout.
- Makes recommendations on format that reflect project budget goals.
- Provides support on the creation of other visual projects using InDesign and other relevant software.
- Is primary point of contact with printers on numerous projects throughout the year, enabling early ordering of paper and other supplies to keep projects on schedule.

OTHER DUTIES AS ASSIGNED (20%):

- Works with the Director of Marketing and Communications to help manage the KWU brand.
- Responsible for working with the Communications Specialist to keep media contact sheets updated, ensuring KWU has access to as many sources as possible.
- May be asked to work with Google ads or other paid campaigns, dependent upon skill set.
- May be asked to assist with writing, depending on skill set.
- Assists with media relations, primarily in the absence of the Director.
- Assists the director with overall strategy and planning as needed.

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. Meets project deadlines with accurate, quality work
2. Maintains and grows quality of campus publications
3. Show solid understanding of KWU brand and adheres to AP style
4. Maintains positive attitude and is accessible to MARCOM staff and others as needed to review/provide work

POSITION QUALIFICATIONS

EDUCATION:

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

CERTIFICATIONS AND LICENSES:

- MINIMUM REQUIRED: None
- PREFERRED: None

WORK EXPERIENCE:

- MINIMUM REQUIRED: Two years of relevant professional experience
- PREFERRED: 5 years of relevant professional experience

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

MINIMUM REQUIRED

- A Bachelor's degree in journalism, visual communications or related field or an equivalent combination of education and experience.
- At least two years of relevant professional experience is required. A portfolio demonstrating a strong sense of layout is also required.
- The designer must have a working knowledge of industry standards and practices in both digital and print.
- High proficiency with graphic design software (Adobe Creative Suite) and production processes, including printing.
- 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 artwork for 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.
- Philosophical understanding of private, church-affiliated higher education.
- Experience managing vendor relationships (i.e. printers).
- Experience and demonstrated skill with magazine, periodical or newspaper layout
- Fluency in AP style

PREFERRED

- Experience working in higher education
- Experience with professional photography (i.e. ability to recognize/choose quality photos)
- Fluency in MAC platforms and software

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 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 “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.