



## Internal Candidates ONLY

### Position Description

## Assistant Vice President 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](mailto: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 starts 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

**POSITION TITLE:** Assistant Vice President of Marketing and Communications

**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 MARCOM office is a staff of three full-time employees – including this position – multiple part-time assistants and occasional interns. A fourth full-time role is expected to start this summer. The department operates in a positive, team-based culture of ideas and constant movement.

**POSITION'S DIRECT SUPERVISOR:** Ken Oliver, Executive Vice President of Advancement and University Operations

**DATE POSITION LAST REVIEWED OR ANALYZED:** March 2024. Revised by Human Resources and Executive Vice President of Advancement and University Operations.

**POSITION'S EMPLOYMENT STATUS:** Staff, Full-Time, Salaried/Exempt (administrative professional exemption), At-Will

**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 job is the leader of Kansas Wesleyan's marketing and communications (MARCOM) efforts. This position manages the MARCOM staff and handles, whether directly or by delegation, all internal and external communications for the university. It works with executive leadership to set messaging for the university and also sets the university's marketing strategy at the institutional level. This position is a hands-on role, handling a good deal of content creation and writing directly, and also serves as the university's media spokesperson and crisis communications lead. Finally, the successful candidate will often be quoted in media, appear on camera or be interviewed on radio, so experience in these areas is expected.

**POSITION WORKS WITH:** 4-5 people 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 full-time schedule. The individual will be expected to work on campus and may occasionally work overtime hours including some evenings and weekends for special events. Assisting with social media monitoring during off-hours may also be expected.

**POSITION'S TRAVEL REQUIREMENTS:** None

## POSITION DUTIES AND PERFORMANCE STANDARDS

### **POSITION'S ESSENTIAL DUTIES:**

#### **COMMUNICATIONS**

- Manages all internal and external communications for the university.
- Serves as lead university writer, to include management of all written pieces at the university level. This includes recruitment, advancement, feature stories, press releases and event publicity.
- Lead consultant on executive communications, working with the president and executive vice president of advancement and university operations on speeches, letters, emails, and other materials.
- Managing editor of the Contact magazine, a biannual alumni publication.
- Acts as the university's media relations director, maintaining quality relationships with local and regional media to promote story opportunities and positive exposure for KWU. Also provides training and coaching to interviewees as needed.
- Serves as the university's primary media spokesperson.
- University's communications lead during crises, to include social media monitoring and website updates, as well as communication with media members.

#### **MARKETING**

- Manages all marketing strategy at the institutional level.
- Tracks and harmonizes spend, targeting goals and specific channel usage across KWU's desired recruiting area, in accordance with institutional resources and needs.
- Posts and manages the university's brand awareness YouTube ads, to include some postings for specific programs.

#### **SOCIAL MEDIA**

- Assists with all social media content creation and posting; serves as manager of designated channels.
- Assists with all social media ads, as needed, in coordination with the coordinator of enrollment marketing and appropriate vendors.

### **PROJECT MANAGEMENT/VENDOR MANAGEMENT**

- Manage and maintain the majority of the university's marketing and communications vendor and marketing partner relationships, to include contracted assistance, printing needs, marketing partners and more, with a goal of creating a mutually beneficial association.
- University's chief marketing and communications project manager, to include university-level videos, website maintenance, graphic design and art direction (to include all marketing and recruitment material layout) and more.

### **BRAND MANAGEMENT**

- Maintains efforts toward brand continuity and adherence to the KWU Style Guide.
- Approves clothing and miscellaneous branded items ordered through licensing software utilized by the university.
- Corresponds with Student Development as needed regarding flyers/signs posted by students or student groups.

### **STRATEGIC PLANNING**

- Works with the executive vice president of advancement and university operations, as well as admissions leadership, to set strategy and dictate marketing needs regarding specific academic programs.
- Manages the institution's long-term marketing and communications plans, alongside the executive vice president of advancement and university operations.
- Works with President's Council, Campus Safety and others to help set the university's emergency operations plan.

### **OTHER DUTIES AS ASSIGNED**

- Serves as university's voice on radio ads, as well as selected television commercials.
- Provide assistance with campus photography on occasion.
- Works with the website assistant and outside vendor to maintain the KWU website.
- Responsible for the MARCOM budget with limited oversight, in correspondence with needs dictated by the executive vice president of advancement and university operations.
- Works with Athletics, as needed, to promote events and maintain brand consistency across channels.

**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 edits 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. Improves brand through management of and contribution to various social media accounts.
6. 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: 10 years professional experience
- PREFERRED: 12-15 years professional experience

### **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 material for content, accuracy, and neatness.
- 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.
- Five years' experience in higher education; an appreciation for the uniqueness of a smaller, private institution.
- Successful experience with the management of small staffs.
- Experience managing staff with full-time, part-time and remote employees.
- Experience managing vendors and marketing partners.
- Documented experience of positive relationships with media members that led to increase in coverage.
- Documented project management experience that led to positive outcomes.
- Crisis communications experience, other than COVID-19.
- Experience with both traditional and digital-based forms of advertising.
- Experience working with different departments and institutional groups to achieve successful outcomes.
- A history of creative, unique decision-making processes that benefited an organization.

#### STRONGLY PREFERRED

- Experience working in higher education.
- Fluency in MAC platforms and software.
- Experience with Adobe Creative Suite in a professional environment.
- Experience with DSLR camera usage.
- Experience with on-camera and on-air presence; in some combination.

## 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.