



Position Description

Coordinator of Advancement Content and Events

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 starts as soon as August 19, 2024.

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: Coordinator of Advancement Content Creation and Events

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: Advancement

DEPARTMENT'S PURPOSE AND MAJOR RESPONSIBILITIES: The Advancement office furthers the mission of the university by developing relationships with alumni, friends and associates of KWU, with the goal of fostering a spirit of giving to support KWU's mission. The office also handles alumni communications, including a monthly newsletter.

POSITION'S DIRECT SUPERVISOR: Executive Director of Development & Stewardship through Executive VP of Advancement and University Operations

DATE POSITION LAST REVIEWED OR ANALYZED: July 2024. Revised by Executive VP of Advancement and University Operations

POSITION'S EMPLOYMENT STATUS: Staff, Full-Time, Hourly, At-Will

POSITION'S SALARY OR SALARY RANGE AND BENEFITS: Salary to be determined. Please provide a target salary range with your application. Benefits are available to all full-time employees.

POSITION INFORMATION

POSITION SUMMARY: This position will work with the Executive VP of Advancement, Executive Director of Development and Stewardship and AVP of Marketing and Communications (MARCOM) and the to manage a communication flow to alumni and donors, with the purpose of increasing annual giving. It will also be a leader in fostering internal communication between departments with the purpose of bettering a designated list of events, and it may be asked to assist with other events beyond that list. The role will have a small portfolio of prospects, similar to a gift officer, and will be responsible for calls, emails and other communication to that list, in addition to any communications necessary across all alumni/donors, such as the monthly alumni newsletter. The role will also work with MARCOM to manage alumni social media and

create content (both for alumni social media and university-wide) surrounding campaigns, university events and overall philanthropic needs.

POSITION WORKS WITH: 5-8 individuals in the Advancement office, several in MARCOM and individuals at different levels across campus (primarily to foster coordination regarding university events)

POSITION'S BUDGET AUTHORITY: None

POSITION'S PHYSICAL WORKING CONDITIONS: 65% typical office environment, 35% university events (where the conditions may vary).

POSITION'S UNUSUAL HAZARDS OR WORKING CONDITIONS: None

POSITION'S WORK SCHEDULE: The successful candidate will work 40 hours per week and, when events do not intercede, will be expected to work traditional hours. Adjustments to the schedule will be made for university events.

POSITION'S TRAVEL REQUIREMENTS: None

POSITION DUTIES AND PERFORMANCE MEASURES

POSITION'S ESSENTIAL DUTIES:

GIFT OFFICER RESPONSIBILITIES (25%)

- Stewards a given portfolio of prospects, handling all communications and correspondence with those individuals (to include handwritten notes, emails and phone calls).

ADVANCEMENT/ALUMNI COMMUNICATIONS FLOW (20%)

- Work with the Advancement & MARCOM staff to draft and edit communications in different mediums for the Advancement communications flow to prospective donors and friends of the university.
- Send these communications to donors, alumni and others in a timely manner.
- Make recommendations to improve and adapt these communications. Monitor a consistent calendar and correspond with the executive VP, MARCOM and Advancement Staff as needed to monitor/adapt that calendar.
- Ensure that all communications meet the KWU brand standards through consultation with the AVP of MARCOM, the assistant director of MARCOM, Executive Director of Development and the Executive VP.
- Utilize Constant Contact, the university CRM and other relevant software to accomplish these goals.

SOCIAL MEDIA AND CONTENT CREATION (20%)

- Will be a leader in social media management and content creation, to include primary posting responsibilities for the university's alumni account.
- Will be tasked with creating content, to include videos, for various university-level goals and publications (to include social media and other outlets).

ADVANCEMENT EVENTS (30%)

- Serves as a leader in facilitating communication between various departments to improve the quality of a set list of events.
- One of a group of individuals tasked with overall work on events.
- May be given specific events to lead/manage.

OTHER DUTIES AS ASSIGNED (5%):

- May be asked to assist with other broadcasting and voiceovers.
- May assist with university-level social media ad placement, as schedule allows.

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 deadlines with accurate, quality work
2. Contributes to a positive culture around campus and, specifically, in the Advancement/MARCOM area.
3. Proactively seeks edits and required contributions to materials needed for position
4. Show solid understanding of KWU brand and adheres to AP style
5. Increases quality of KWU's relationships with donors and alumni
6. Improves brand management via various social media accounts

POSITION QUALIFICATIONS

EDUCATION:

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

CERTIFICATIONS AND LICENSES:

- MINIMUM REQUIRED: None
- PREFERRED: None

WORK EXPERIENCE:

- MINIMUM REQUIRED: Significant strength in the KSAA's noted below.
- PREFERRED:

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

MINIMUM EXPECTED – Individuals with many – but not all – of the below skills are strongly encouraged to apply.

- 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 projects 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.
- The ability to relate to individuals in varying positions within an organization.
- Documented experience learning new software programs/CRMs.
- Experience with on-camera and voiceover work.
- Experience with DSLR camera, including video shooting and editing.
- Experience working with donors, alumni and other supporters of a higher-ed institution.
- At least 18 months of documented, professional social media management on multiple platforms
- Elite organizational skills
- Knowledge of AP style
- Adobe Creative Suite experience, to include Premier.

PREFERRED

- Expertise in AP style is preferred
- Documented usage of a CRM system
- Fluency in MAC platforms and software
- Two years of experience with Adobe Creative Suite

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 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.