



## Position Description

# Marketing and Communications Assistant

### 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 is expected to begin on or around January 5, 2025.

**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:** Marketing and Communications Assistant

**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 has won 14 notable awards since May 2020. 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:** October 2024. Revised by MARCOM and Human Resources.

**POSITION'S EMPLOYMENT STATUS:** Staff, Part-Time, Hourly

**POSITION'S SALARY OR SALARY RANGE AND BENEFITS:** Salary to be determined at hiring based on the applicant's qualifications and experience. Benefits are not available for part-time employees.

## POSITION INFORMATION

**POSITION SUMMARY:** This position's role is to provide general assistance to the Marketing and Communications office at Kansas Wesleyan. The role is expected to have documented, independent experience with photography, graphic design, digital media (such as podcasting) or document layout. Basic DSLR camera knowledge and ability is required and will need to be demonstrated to successfully be hired. Other duties may be assigned depending on skill set.

**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 part-time schedule that will include a designated morning shift (8-11 AM strongly preferred) in the office each business day, as well as an estimated average of 2-5 hours per week in the evening and on the weekend for university events. Event needs will be reviewed monthly by the supervisor and employee to allow for scheduling.

**POSITION'S TRAVEL REQUIREMENTS:** None

## POSITION DUTIES AND PERFORMANCE MEASURES

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

#### **PHOTOGRAPHY**

- Expected to provide regular photos of campus, including classes and university events. These may take place in the evening. Expectations will be adjusted depending on experience.

#### **COMMUNICATIONS**

- Assists with university-level writing as skill set dictates, to include emails, press releases, social media copyrighting and more.
- May assist with 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.

#### **OTHER DUTIES AS ASSIGNED**

- May be asked to assist with basic edits in WordPress CMS for KWU.edu.
- May be asked to assist with graphic design or document layout, depending on skill set.
- May be given license to create/work with digital media, such as podcasts, if skill set 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. 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. Provides successful, usable photos to MARCOM's archive on a weekly basis
5. Show solid understanding of KWU brand and adheres to AP and university style
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: Six months professional experience
- STRONGLY PREFERRED: 1-3 years professional experience

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

MINIMUM EXPECTED – Individuals with the majority of these qualifications are encouraged to apply.

- A Bachelor's degree is required.
- Demonstrated ability to work both independently and collaboratively in a fast-paced and rapidly changing environment.
- Demonstrated experience with DSLR photography.
- Experience with social media management.
- Knowledge of AP Style.
- Strong grasp of Adobe Creative Suite, particularly InDesign and Photoshop.
- 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.

### **PREFERRED**

- Documented experience with recent versions of WordPress.
- Comfort with MAC Platforms and software.
- Expertise with photography, to include solo execution of photo shoots with different demographic groups and little/no supervision.
- Experience with Constant Contact or similar 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 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.