



Position Description

Marketing and Communications Coordinator

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. Hours of availability to work in the office
7. 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 is expected to begin on or around March 24, 2025.
- ***This position will be a temporary appointment of approximately two months, that may or may not be transitioned to a traditional part-time agreement at the conclusion of that time, depending on the wishes of both parties. A precise appointment length will be indicated prior to beginning the position and will be provided in signed documentation. The position is at-will regardless of status.***

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 Coordinator

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: February 2025.

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 assist with work in the Marketing and Communications Office, with a focus on writing, document layout and WordPress-based updates to KWU.edu. Preference is given to candidates with documented WordPress experience and an excellent AP-style writing portfolio. This position must be able to both find stories and accept/execute stories that are assigned.

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 20-25 hours/week (precise amount to be indicated at hiring), the vast majority of which will occur in the office on a set schedule. Occasional weekend or evening hours may be necessary (2-4 times per year), but total weekly commitment will not exceed the 20-25 hours. While KWU may allow remote work on occasion due to weather or other concerns, this position is expected to maintain hours in office and remote work will be limited.

Note for Candidates Outside Saline County: *If you are interested in this role and live outside the region, but are willing to commute to KWU 3-4 times a week to be in the office, please reach out to brad.salois@kwu.edu to discuss varying in-office requirements would be.*

POSITION'S TRAVEL REQUIREMENTS: None

POSITION DUTIES AND PERFORMANCE MEASURES

POSITION'S ESSENTIAL DUTIES:

COMMUNICATIONS

- Assists with university-level writing, to include admissions emails, press releases, social media copywriting and more.
- Expected to find regular stories by developing relationships within the university community. Will also be assigned pieces regularly.
- Assists with email newsletters and other fundraising-related communications, by working with Advancement staff to ascertain needs and tone.
- May assist with production of the university's email communications, whether through its Salesforce CRM or Constant Contact.

DOCUMENT LAYOUT

- Individual primarily responsible for laying out certain documents, to include Music programs, Commencement programs and others. Requires expertise in Adobe InDesign.
- May assist with layout of biannual Contact magazine.

WEBSITE UPDATES

- Expected to be a key lead in regular updates to KWU.edu, using WordPress CMS. Documented experience with the CMS is required.

SOCIAL MEDIA

- May assist with social media monitoring at times.

OTHER DUTIES AS ASSIGNED

- Will be asked to contribute to photography library. Exact requirements to depend on skill set.
- May be asked to assist with graphic design, 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. Show solid understanding of KWU brand and adheres to AP and university style
5. Maintains updated KWU.edu and communicates with stakeholders regarding needed changes to site
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: 1-3 years professional experience
- STRONGLY PREFERRED: Five 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.
- Documented experience with recent versions of WordPress.
- Expertise with AP style and a strong library of writing samples.
- Strong knowledge of the layout process, to include paper choice, colorization, bleed and document setup principles and more.
- 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

- Demonstrated experience with DSLR photography.
- Comfort with MAC Platforms and software.
- 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.