



Coordinator of Communications and Marketing

Department of Housing and Dining Services

Campus: Manhattan

Starting date: Immediately

Job Summary: The Coordinator of Communications and Marketing is a full-time, 12 month unclassified position and reports to the Associate Director for Student Living, Housing and Dining Services (HDS). The Coordinator provides vision and strategic leadership in the areas of marketing, communications, publications, and web/social media content. The Coordinator is responsible for establishing, maintaining, and strengthening HDS' relationships with its key stakeholders and constituents including the university community. The position provides coordination for the development and implementation of a marketing plan to support on-campus housing and dining services programs and initiatives. Successful marketing is a key component of revenue generation, to support the recruitment and retention of students, and complement the academic mission of Kansas State University. Marketing of the departmental services requires identification of specific target markets and development and promotion of products and services to meet the unique needs of a diverse customer base. The position supervises two full-time professional positions, a Copywriter and Creative Coordinator, and hourly student employees.

Required qualifications:

- Master's degree in communication, journalism, public relations or a related field from an accredited university
- Five years of professional experience in a higher education environment
- Ability to work effectively with a wide range of people and to develop and maintain effective work relationships
- Experience in strategic planning, project management, organizational experience
- Experience in publications, web content management, and public relations outreach
- Experience recruiting, hiring, and supervising professional staff
- Experience creating a unified voice through print and electronic media
- Strong language and composition skills
- Demonstrated commitment to excellence, sound judgment,
- Ability to multi-task and meet deadlines
- Demonstrated ability to initiate, direct and implement major projects in close collaboration with others
- Ability to analyze technical information and apply critical thinking to analyze policies, procedures, and methods for marketing plan development
- Ability to collaborate and work effectively with others
- Hands-on knowledge of desktop publishing software

Preferred qualifications:

- Strong skills in navigating various social media platforms
- Design, photography, advertising media relations skills
- Ability to assess marketing plans and their impact
- Ability to manage content for web editing and other social media
- Fiscal management experience

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For more information, refer to the summary of unclassified employee benefits at <http://www.k-state.edu/hcs/benefits/overview/>. Kansas State University is a great place to work <http://www.k-state.edu/hcs/jobs/>

Manhattan has been recently ranked #19 in "Best Small Cities (under 75,000 population) in the U.S. by NerdWallet.com for Quality of Life, Economic Health, and Affordability.

Responsibilities:

- Articulate, develop and maintain an overarching, coherent look and feel for the HDS brand in all aspects of communication.
- Evaluate, design and recommend to the HDS management team proposals for the creation and distribution of marketing strategies.
- Coordinate all departmental marketing plans and communication efforts.
- Assist department functional areas and marketing team to develop programs into measurable events. Manage functional area marketing teams and their progression towards measurable quarterly reports.
- Meet with functional area contacts on a routine basis to evaluate and recommend revisions to the departmental marketing plan. Evaluate quarterly departmental methods within each area for consistency and clarity of message
- Determine market research needs and request and gather data using various methods.
- Regularly interact with customer base in the dining centers, retail operations, residence halls, apartments community, and administrative functional areas to identify and develop strategies and changes for enhance services. Analyze and apply gathered data and make recommendations regarding the scope and evolution of the marketing plan.
- Assists in determining fiscal requirements and budget recommendations. Monitors, verifies, reconciles, and develops communications budget expenditures. Develop and manage the marketing and advertising budget. Establish budget priorities and make resource allocation recommendations to the management team.

Salary: \$50,000 - \$52,000 per year

How to Apply: Interested persons should submit a letter of application; resume; names, addresses, and telephone numbers of three references; transcript confirming degree; portfolio including a professional writing sample not to exceed one page, two promotional marketing or communication pieces (may include web, video, print, etc.) and a sample marketing plan executed from start to finish by the candidate to: Marlene Kunze Dolan, Human Resources/ Business Operations Manager, Department of Housing and Dining Services, 104 Pittman, Kansas State University, Manhattan, KS 66506 or email to mkd@k-state.edu. Reference requisition number 5769 when applying.

Screening will begin January 11, 2016, and will continue until the position is filled. *Portfolios will not be returned.*

Inquiries: Questions about the duties of this position should be directed to Dr. Stephanie Bannister, Associate Director for Student Living, Housing and Dining Services, telephone 785-532-3791 or email sbann@ksu.edu

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