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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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, and a sample marketing plan executed from start to finish by the candidate. How to apply gathered data and make recommendations regarding the scope and evolution of the marketing plan.

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

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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