

Position Announcement

- Title:** Communications Manager
- Location:** Primarily work from home with office space available in Marion and Salina
- Application Date:** Screening of applications will begin May 16, 2022. The starting date is negotiable.



The Chisholm Trail and Central Kansas Districts are two, separate local Extension units. Marion and Dickinson Counties comprise the Chisholm Trail District and the Central Kansas District is made up of Saline and Ottawa Counties. There are a total of four offices: Marion, Abilene, Salina, and Minneapolis. In total, the two districts have 13 Extension Agents, six Office Professionals, two SNAP-Ed Nutrition Educators, and one 4-H Program Assistant.

For more information about the local units, please visit www.chisholmtrail.k-state.edu and www.centrankansas.k-state.edu.

The Communications Manager is a newly-created shared position of the two districts, which will coordinate and support outreach and marketing projects. This position will work closely with our team of agents and support staff to develop communications strategy, media relations, social & digital media, and content services. This position will work seamlessly with multiple offices in order to promote K-State Research & Extension as the go-to source for relevant, reliable, research-based information.

The governing bodies of both districts are the employer. This position reports to the Director of the Extension District.

Primary Responsibilities:

- Work with Extension Agents to develop and implement long-term and project-based communications strategies.
- Develop and produce content to engage and educate audiences across various channels, including newsletters, blogs, graphics, website, and social media.
- Assist with the production of effective, cutting edge videos.
- Develop and execute social media activities across multiple platforms.
- Oversee the development and maintenance of both district's websites.
- Develop and execute email programs and strategies through campaigns and actions.
- Assist Extension Agents in the design of fliers and print media for programs and events.
- Research and collect data for content and communications strategy.

- Help manage and drive events and campaign rollouts, including email invitations and managing invitation lists.
- Organize online events, perform outreach and marketing, create social sharing toolkits, and manage “day of” social media.
- Identify and research media outlets, producers, editors, and reporters receptive to district’s message.
- Identify good stories and exercise good storytelling skills.
- Pitch television, radio, print, and online media and secure stories for placement.
- Proofread and coordinate production of communications materials.
- Assist districts in the development of local marketing plans

Additional Responsibilities:

The duties listed above are intended only as illustrations of the various types of work that may be performed. The omission of specific statements of duties does not exclude them from the position if work is similar, related or a logical assignment of the position.

Qualifications:

- Associate degree in communications, marketing, or related degree required. Bachelor’s degree preferred.
- Knowledge & experience with Microsoft Office 365 or higher, virtual meetings, social media platforms, and other digital content technologies.
- Must be professional with a strong attention to detail and have the ability to organize and manage multiple tasks.
- Excellent verbal and written communication skills.
- Team player with a positive attitude, ability to work independently to produce high quality work products and manage multiple clients and projects
- Extension experience is a plus, but not required. Marketing and/or communications experience is highly preferred.
- Proven experience with communications research and strategy; media relations; developing content for various audiences; digital engagement best practices.
- Committed to excellence and eager to constantly learn and grow.
- Highly motivated and results oriented. Able to complete tasks efficiently in a fast-paced environment. Flexible and able to work cooperatively under pressure.
- Ability to travel throughout a four-county service area and maintain a varied work schedule.

Required:

- Access to a personal vehicle and the ability to obtain/maintain a valid Kansas Driver’s License.

- Current vehicle insurance coverage as required by the State of Kansas.
- Ability to represent the local K-State Research & Extension office in a professional manner.
- In connection with the application for employment, a Background Screening and Motor Vehicle Report will be procured as part of the process of considering candidacy as an employee.
- New employees are subject to a probationary period for the first 6 months.
- Annual employee performance evaluation will be completed annually in November.

Pay, Work Schedule & Benefits:

- This is a full-time, salaried position with level of compensation commensurate with education, experience and skill level.
- Benefits include tiered paid leave, enrollment in the Kansas Public Employee Retirement System (KPERS), health insurance, a flexible spending account for health insurance premiums, unreimbursed health care expenses and dependent care expenses, a branded clothing stipend, and an allowance for communication devices.
- This position may require occasional evenings and weekends.
- When available, district-owned vehicles will be provided for travel or reimbursement for use of personal vehicle will be made according to the state travel policy.
- Necessary equipment and supplies for performing job functions will be provided by the districts.

Application Procedure:

The following application materials may be sent by email to Rickey Roberts at rroberts@ksu.edu. Receipt of your application will be confirmed by email.

1. Cover letter stating that you are applying for the District Communications Manager position. The letter should address experiences related to the above-mentioned responsibilities and qualifications.
2. Resume which includes the following: educational background, professional experience, professional organizations and activities, volunteer involvement, awards and honors, and any other information important to communicate qualifications for this position. Also include the names, email addresses, and phone numbers for three professional references familiar with your work, including college professors if a recent graduate.
3. Course transcripts will be requested upon hire.

To check the status of application materials or for questions and more information on the responsibilities of the position, contact Rickey Roberts at (620) 382-2325 or rroberts@ksu.edu.

Equal Employment Opportunity:

The Chisholm Trail and Central Kansas Extension Districts are Equal Opportunity Employers of individuals with disabilities protected veterans and actively seeks diversity among its employees.