

K-State Extension Frontier District serves Anderson, Franklin, and Osage Counties in Eastern Kansas. The extension unit has offices in Garnett, Lyndon, and Ottawa. The Communications and Marketing Manager is an integral member of the Frontier District team and will work with agents and support staff to develop and implement communication strategies, media relations, social and digital media, marketing initiatives, and provide technical support and other communication support as needed. This professional is instrumental in visioning, creating, building, producing, and writing to advance the mission of K-State Extension and share the impact the Frontier District is making in the lives of Kansans every day. The Frontier District Board provides the salary and benefits for this position, and the Communications and Marketing Manager reports to the Frontier District Director.

RESPONSIBILITIES

- Present a positive, professional, and inviting impression of the Frontier District and K-State Extension while interacting with the public and performing responsibilities.
- Establish and maintain effective working relationships with co-workers, clients, and appropriate community partners. Travel across the district is required.
- Provide onsite and distance technology and communication support to extension education and outreach programs as needed to achieve program area and communication goals effectively.
- Work with the District Director to develop and implement long-term and project-based communications strategies driven by research, best practices, analysis, community needs, and extension initiatives.
- Support team members with communication-related goals to ensure consistent branding and professional products. This may include, but is not limited to, creation and distribution of newsletters, news releases, meeting/event notices, fliers, brochures, graphics, videos, etc., through multiple delivery methods.
- Demonstrate videography and photography skills to capture content in various forms for marketing, educational, informational sharing, and impact storytelling purposes.
- Serve as the local unit's expert in communications research and strategy, media relations, digital engagement best practices, etc. Work with the District Director to provide training to team members as appropriate.
- Develop and implement social media strategies and campaigns, including setting goals and measuring results across multiple platforms.
- Keep sensitive information confidential. Process and distribute sensitive and public information concerning K-State Extension's workplace ethical considerations in a professional manner.
- Perform other relevant duties as assigned by the District Director.

K-State Extension Frontier District is an equal opportunity provider and employer.

QUALIFICATIONS

- Associate degree in communications, marketing, or related field required. Bachelor's degree preferred.
- Previous experience in Extension and/or communications is highly preferred.
- Previous experience with communications research and strategy, media relations, developing content for various audiences, digital engagement best practices, and photography expertise preferred.
- Team player with strong interpersonal skills and the ability to work collaboratively with co-workers, volunteers, and the public.
- Highly motivated and results-oriented with the ability to complete tasks efficiently in a fast-paced environment.
- Professional, well organized, strong attention to detail, and committed to excellence.
- Applicants must be currently authorized to work in the United States at the time of employment.
- Access to a personal vehicle and the ability to obtain/maintain a valid driver's license.

SALARY, BENEFITS, AND WORKING HOURS

Salary: This is a full-time, salaried position, exempt under the Fair Labor Standards Act. Salary commensurate with professional experience and available funding as negotiated by the District Extension Board and the applicant. Pay periods are semi-monthly.

Working Hours: Some work required outside of the normal 8:00 am – 5:00 pm work hours, including some evenings and weekends. Work is performed on employer premises or designated assignment locations.

Retirement: The employee will be enrolled in KPERS (Kansas Public Employees Retirement System).

Health Insurance: Health insurance is available. A thirty-day waiting period begins on the first day of employment.

Holidays and Leave: Paid holidays are in accordance with the Frontier District Holiday Schedule as approved by the Frontier District Board. Sick leave is accumulated one day per month. Vacation leave is accumulated monthly and starts at 12 days per year. Additional questions about the benefits of this position can be directed to Rebecca McFarland, District Director.

Other: Cell phone allowance and mileage reimbursement are provided. This position is eligible for a hybrid worksite.

APPLICATION PROCEDURE

To apply, submit a cover letter, resume, and a sampling of work via a communications portfolio. Screening will begin immediately and continue until the position is filled. For best consideration, apply by August 15, 2025. Applications **must be** submitted by email to Rebecca McFarland, District Director, at rmcfarla@ksu.edu. Email subject: "Communications and Marketing Manager Application."

Contact Rebecca McFarland, District Director, 785-229-3520, or rmcfarla@ksu.edu for more information. For more information about the Frontier District, visit <https://www.frontierdistrict.k-state.edu/>.

K-State Extension Frontier District is an equal opportunity provider and employer.