

K-State Research and 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 initiative, provide technical support and other communication support as needed. This professional is instrumental in visioning, creating, building, producing, and writing to advance the mission K-State Research and Extension and share the impact 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 Research and 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 effectively achieve program area and communication goals.
- Work with the District Director to develop and implement long-term and project-based communications strategies that is 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, creating 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 a variety of 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 in a confidential manner. Process and distribute sensitive and public information with respect to K-State Research and Extension's workplace ethical considerations in a professional manner.
- Perform other relevant duties as assigned by the District Director.

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

## **QUALIFICATIONS**

- Associate degree in communications, marketing or related degree 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, possessing a 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. The base starting salary with no professional experience is \$36,000. 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 partially remote and partially on employer premises or designated assignment locations.

**Retirement:** The employee will be enrolled in KPERs (Kansas Public Employment Retirement System).

**Health Insurance:** Health insurance is available. There is a thirty-day waiting period that begins 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 for this position can be directed to Rebecca McFarland, District Director.

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

## **APPLICATION PROCEDURE**

To apply, submit a cover letter, resume, and a sampling of work via a communications portfolio. Position is open until filled. **For best consideration, apply by May 31, 2023.** Applications **must be** submitted by email to Rebecca McFarland, District Director, at [rmcfarla@ksu.edu](mailto:rmcfarla@ksu.edu). Email subject: "Communications and Marketing Manager Application".

For more information, contact Rebecca McFarland, District Director, 785-229-3520, or [rmcfarla@ksu.edu](mailto:rmcfarla@ksu.edu). For more information about the Frontier District, visit <https://www.frontierdistrict.k-state.edu/>.

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