About This Role: As the strategic communications officer, you will be the primary communication and marketing contact for the College of Agriculture’s facilities infrastructure program and related initiatives. You will create, develop, lead, and execute strategic communication campaigns and collaborate with the Department of Communications and Agricultural Education, college leadership, the Division of Communications and Marketing, the Kansas State University Foundation, and the Kansas State Alumni Association.

- Lead strategic communication planning meetings with college and university administrators on the marketing and communication programs and tactics for the infrastructure initiative.
- Develop, guide, and execute marketing communication plans that include social media strategy, website development and maintenance, web content development, video/animation, and photography services.
- Collaborate with and provide direction to graphic designers, videographers, editors, writers, and other communication professionals.
- Write and develop campaign-related materials. Manage plan implementation and report critical issues encountered during plan execution.
- Develop tools/templates that can be adapted and used by multiple departments/units.
- Conduct and use market research to support communication and campaign strategy and maintain an understanding of target audience(s), market, distribution methods, and trends.
- Lead communications associated with the planning and coordinating of events related to infrastructure milestones, such as stakeholder appreciation, ground-breaking, open houses, other VIP tours, grand openings, etc.
- Serve as the initial point of contact for marketing/communications campaigns and projects related to the College of Agriculture infrastructure and related initiatives.

Why Join Us: Kansas State University offers a comprehensive benefits package that includes health insurance, life insurance, retirement plans, paid time off – vacation, sick, and holidays. To see what benefits are available, please visit: [https://www.k-state.edu/hcs/benefits](https://www.k-state.edu/hcs/benefits)

We Support Diversity and Inclusion: Kansas State University embraces diversity and inclusion. The university actively seeks individuals who foster a collegial environment and cooperative interactions with coworkers, students, and others. The University is dedicated to promoting the [Principles of Community](https://www.k-state.edu/hcs/).
Worksite Options: This position is required to be performed on-site. Work is performed on employer premises or designated assignment location.

Visit this [link](#) for K-State’s guidance and policies on remote work and flexible work arrangements. Remote work agreements are required for all flexible work arrangements and are subject to review.

What You’ll Need to Succeed:

Minimum Qualifications:
- Bachelor’s degree.
- One to three years of relevant experience.
- This position may use an educational equivalency as determined relevant by the hiring manager.

Preferred Qualifications:
- Master’s degree in a communication and/or marketing-related field.
- One to three years of professional experience in tactical marketing, branding, and development.
- Experience with multi-platform communications including video, audio, photography, and desktop publishing using Adobe Creative Suite.
- Experience with event planning and promotion.
- Experience with the development and management of SEO website content.

Other Requirements:
- Applicants must be currently authorized to work in the United States at the time of employment.

How to Apply:

Please submit the following documents through the [K-State Career's website](#):
1. Letter of interest in the position
2. Current resume
3. The names, email addresses, and phone numbers of three professional references

Screening of Applications Begins: Immediately and continues until filled. For best consideration, apply by July 31, 2023.

Anticipated Hiring Pay Range: $55,500 - $65,500

Equal Employment Opportunity: Kansas State University is an Equal Opportunity Employer. All applicants will receive consideration for employment without regard to race, color, religion, sex, sexual orientation, gender, gender identity, age, national origin, disability, or status as a protected veteran.
In connection with your application for employment, Kansas State University will procure a Background Screen on you as part of the process of considering your candidacy as an employee.