

Communications Manager Position Description

Johnson County, K-State Research and Extension Communications Manager will coordinate and support office-wide communication projects. This position will work closely with our team of agents and support staff to develop and implement communications strategies, media relations, social and digital media, article writing, video production, advertising/marketing initiatives, and other communication support as needed. A successful candidate will have strong relationship skills and ability to work in a collaborative setting. The overall goal for this position is to promote the Johnson County Extension office as the go-to source for relevant, reliable, evidenced-based information. This position reports to the Director of the Johnson County Extension Office.

Essential Functions Include:

- Work with Director to develop and implement long-term and project-based communications strategies which continue to build and maintain a positive image of Extension.
- Create content to engage and educate audiences across various channels, including videos, newsletters, press releases, graphics, website and social media.
- Develop and implement social media strategies and campaigns, including setting goals and measuring results across multiple platforms.
- Oversee the development and maintenance of the office website.
- Develop and execute marketing programs and strategies through campaigns and actions.
- With Director, research and collect information and data for content and communication strategies.
- Incorporate the best SEO practices
- Help manage and drive events and campaign rollouts, including developing email invitations, managing invitation lists.
- Organize online events, performing outreach and marketing, creating social sharing toolkits, managing “day of” social media and more.
- Identify and develop relationships with media outlets, producers, editors and reporters receptive to the Extension message.
- Identify good stories and exercise good storytelling skills.
- Pitch television, print and online media, and secure stories for placement.
- Proofread and coordinate production of communications materials.
- Keep sensitive information in a confidential manner. Process and distribute sensitive and public information with respect to KSRE workplace ethical considerations and in a professional manner.
- Other projects as assigned.

Education and/or Experience:

- Associate degree in communications, marketing or related degree required. Bachelor's degree preferred.
- Team player with a positive can-do attitude, ability to work independently to produce high quality work products, and manage multiple clients and projects.
- Experience with social media tools (Facebook, Twitter, Pinterest, Instagram, Snapchat, etc.), web design, blogging platforms, data reporting tools such as Facebook Insights and Google Analytics, keyword searching and SEO.
- Extension and/or communications experience is highly preferred.
- Proficiency in graphics software such as Adobe Creative Suite preferred.
- Proficiency with office software (Microsoft Office, Google Docs).
- Ability to edit according to AP Style.
- Proven experience with communications research and strategy; media relations; developing content for various audiences; digital engagement best practices; photography expertise preferred.
- Strong interpersonal skills with the ability to work collaboratively with co-workers and volunteers.
- Professional, well organized and possessing strong attention to detail.
- Committed to excellence and eager to constantly learn and grow.
- Highly motivated and results oriented with the ability to complete tasks efficiently in a fast-paced environment.
- Flexible and able to work cooperatively under pressure.
- Strong verbal and written communication skills.
- Some work required outside of the normal 8:30 a.m. – 5 p.m. work hours including some weekends.

BENEFITS

Salary: This is a full-time exempt position. Salary will be set by the Johnson County Extension Board. The salary range is \$45,000-\$50,000. Pay periods will be monthly. Benefits include paid sick, holiday, and vacation time off, optional medical, dental, and vision insurance including healthcare savings accounts, retirement benefits and cell phone allowance.

Working Hours: The employee will work during the standard business hours of the office. Due to the nature of the position, there may be times when the employee will need to work alternative hours.

Retirement: The employee has mandatory enrollment in KPERS (Kansas Public Employees Retirement System). The employer matches employee contributions in accordance with KPERS policy.

Health Insurance: Johnson County Extension Council participates in the Kansas State Employee Health Plan if the employee chooses to enroll. The cost of the plan is shared

between the employer and employee.

Holidays: Paid holidays are in accordance with Johnson County government holiday calendar.

Leave: Annual leave (vacation and sick) is accumulated in accordance with Extension Council policy. Currently, employment up to five years, earns one day annual leave per month for a maximum of 12 days per year. Currently sick leave is generally accumulated at a rate of one day per month.

Bereavement Leave, Court Leave, Military Leave and Family Medical Leave Act (FMLA) benefits are available to the employee.

EQUAL EMPLOYMENT OPPORTUNITY K-State Research and Extension Johnson County is an equal opportunity provider and employer.

To Apply:

Accepting applications until March 17, 2023

Please apply here: https://kstate.qualtrics.com/jfe/form/SV_9nqKjwshynnnPf0

If you have questions, please contact Tara Markley at tara.markley@jocogov.org or call 913-715-7000