



About This Role:

The Department of Communications and Agricultural Education at Kansas State University, is looking for a creative and driven **Digital Media Officer** to build, execute and manage a digital media strategy that will achieve superior customer engagement through our social media platforms and websites. The candidate must have a solid understanding of how each social media channel works and how to optimize content to build our brands and increase participation in K-State Research and Extension programs and increase student applications within K-State College of Agriculture.

Duties/Responsibilities:

- Build and execute research-driven, digital-communication strategies to support K-State Research and Extension and K-State College of Agriculture.
- Work closely with the marketing officers of K-State College of Agriculture and K-State Research and Extension to support the development and execution of overall marketing strategies and client service initiatives.
- Collaborate with editorial and marketing teams to generate monthly content calendars.
- Create, edit, publish and share daily content that builds meaningful connections and encourages people to act.
- Aid in managing K-State Research and Extension and College of Agriculture websites.
- Continuously build engagement by capturing and analyzing the social data/metrics, insights and best practices and then act on that information.
- Provide training and consultation service in social and digital media skills to K-State Research and Extension and College of Agriculture faculty and staff. Stay current with technologies and trends in digital media, communication tools and applications.
- Provide department support in the development of digital magazines and e-newsletters.
- Create an environment that celebrates excellence, diversity, collaboration and encourages a sense of belonging.

A typical day for the digital media officer includes supporting the communication and engagement strategies of the College of Agriculture and K-State Research and Extension by:

- *Ensuring the day's postings and content activities are approved and scheduled to run.*
- *Various meetings with key stakeholders and peers to brainstorm, report on, or plan activities and new tool development.*
- *Strategizing with content producers to best maximize delivery of upcoming materials.*
- *Analyzing results of campaigns in process and identify steps or additions to improve performance now and in the future.*
- *Collaborating with extension agents and specialists throughout the state to help them understand how to best use social media and collaboration tools to support their counties or districts.*
- *Meeting with the unit's two marketing officers to report on digital insights and key learnings affecting the college and extension services employees, recruits, customers and students.*

Why Join Us:

We are a unique Department that has the opportunity to work alongside remarkable researchers, teachers, students, and a dynamic extension team. K-State Communications and Agricultural Education employs professional communicators responsible for diverse communication support for the College of Agriculture and K-State Research and Extension in all 105 Kansas counties.

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>

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](#).

What You'll Need to Succeed:**Minimum Qualifications:**

- Bachelor's degree in Communications, Marketing, Business, New Media, Public Relations or related field.
- One to three years of relevant digital information management and/or social media marketing communications experience, including basic knowledge of design software, including Canva and Adobe Creative Suite.

Preferred Qualifications:

- Master's degree in one of the previously mentioned fields.
- Proficiency in using and analyzing social media platforms.
- Knowledge of web design, web development and SEO.
- Demonstrated writing, editing (photo/video/text), consulting, presentation and communication skills.

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:

1. Letter of interest
2. Resume
3. Name, email and phone number of three professional references

Screening of Applications Begins:

Immediately and continues until position is filled. For best consideration, apply by July 24, 2022.

Anticipated Hiring Salary Range:

\$46,000 - \$58,000

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.

**Background
Screening
Statement:**

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.

K-STATE.EDU/HCS/CAREERS

LET'S GET SOCIAL

