Communications Coordinator

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32086BR

Education Administration

Position Overview
The School of Education & Human Sciences at the University of Kansas is seeking to fill the position of Communications/Marketing Coordinator. This person will report directly to the Dean of the School of Education & Human Sciences, but will work closely with Assistant/Associate Deans, department chairs, advisors, and staff, as well as various university and third-party partners. The person will coordinate communications and marketing efforts for the School of Education and Human Sciences programs in Lawrence, Edwards Campus in Overland Park, and online. Will also serve as the School's liaison to KU's Marketing office.

The successful candidate will assist with the strategic development and tactical implementation of a marketing plan, developing collateral and recruiting efforts, and will be expected to work with faculty, administrators and staff in preparing marketing materials to recruit new students. The Coordinator will serve as the key communicator in efforts to boost the exposure of programs and recruitment activities. The successful candidate will attend key events on KU's local campuses, prepare written and social media marketing materials, oversee video production, assist with recruitment efforts, oversee websites and social media activity, supervise student communications employees, and assist with the strategic and tactical decisions around marketing and recruitment. This person will also work with the KU News Service and KU News Hub to produce news releases of local, state, and national interest.

Job Description
45% - Marketing:

- Develops and analyzes comprehensive marketing communications plans for the Dean's office, School events, and all academic programs within the School (minors, BS, BSE, GC, GLP, MA, MS, MSE, EdS, EdD & PhD). Works with Dean's office, department chairs, faculty, and staff to implement the plans. Works with partners, vendors, and departments to produce and manage marketing campaigns/materials/projects (fliers, brochures, digital and print ads, organic social, info packets, presentations, direct mail, email, internal/external digital & print signage, publications, etc.). Educates School leadership, faculty, staff, and student staff on current and innovative marketing strategies and technologies as well as the importance of maintaining the KU brand in all communications. Serve as resource to support the marketing needs of the five academic departments and one affiliated program.

- Supports staff use of CRM systems. Develops, implements, and coordinates communications/campaigns focused on improving funnel layer conversions.
- Supervises any assigned student assistants and assigns tasks as needed.
- Manages key marketing distribution lists and email marketing databases.
- Works closely with events coordinator, recruitment team, and other staff members to support communications & marketing for School events.
- Prepares press release content and works with KU News team for local, regional, and national distribution.
- Works on multiple, simultaneous projects with varying deadlines.

30% - Content Creation & Website Management:

- Serves as School of Education & Human Sciences webmaster. Develops and manages School of Education & Human Science's Website Marketing Protocol for seven content management system domains, working closely with KU Information Technology (IT) and designated staff. Ensures content is monitored and updated regularly to guarantee accurate and new information. Ensures that news, events, information and updates are routinely and appropriately published. Directs the preparation and/or editing of materials for website publication, including ads, photos, audio, and video. Routinely reviews other sites, explores new technology and solicits feedback to make recommendations regarding effectiveness. Provides direction and assigns projects for School's IT/programmer staff to ensure all School web sites are maintained and functioning properly.
- Directs content and moderates the School's public-facing marketing content and social media channels (Facebook, X, Instagram, LinkedIn, Medium blog, and YouTube) to support marketing communication plans. Ensures appropriate content is shared and user engagement occurs effectively. Provides guidance on social media strategy to staff and departments.

20% - Representation & Service:

Serves as liaison with KU Public Affairs (KU Marketing Communications and KU News), Information Technology (IT), and third-party marketing partners such as Everspring). Serve as representative on the KU Communicators & Public Affairs Cabinet, KU Creatives group, and KU Graduate Recruitment Council. Represents the School of Education & Human Sciences at meetings and other events.

5% - Other:

Monitors School email inbox on an ongoing basis, forwarding messages to appropriate staff members; provides day-of event support as needed (e.g., managing attendees, assisting IT representatives with technical setup, etc.); and other duties as assigned by Dean.

Position Requirements

1. Travel in the local region and coordinate event photography needs as needed.

Required Qualifications

1. Bachelor's degree in marketing, Public Relations, communications, journalism or related field.
2. One year of marketing, communications, recruiting or related professional experience.
3. Previous experience working with social media and appropriate design software programs (e.g. Adobe InDesign, Photoshop, and Illustrator, etc.) as evidenced by application materials.
4. Previous experience developing high impact marketing presentations as evidenced by application materials.
5. Demonstrated strong verbal and writing skills as evidenced by application materials.

This position requires a formal degree in the cited discipline area(s) to ensure that candidates have advanced knowledge, analytical skills and professional competencies necessary to perform the duties of the position. The level of degree is commonly recognized as the standard qualification for similar roles in the public and private sector, ensuring that the university remains competitive with industry aligned practices, enhances collaboration with external partners, and supports the delivery of services and programs that meet professional and market-driven expectations.

Preferred Qualifications

1. Master's degree in marketing, journalism or related field.
2. Previous experience in higher education setting, as evidenced by application materials.
3. Previous experience with the educational landscape, legislature, and current education trends in the United States and Kansas, as evidenced by application materials.
4. Previous experience in and demonstrated familiarity with various technologies and communication platforms/systems (e.g. project management tools, artificial intelligence software, emerging social media trends, etc.) and social media, as evidenced by application materials.
5. Demonstrated familiarity with School of Education & Human Sciences programs, as evidenced by application materials.
6. Previous experience with basic photography, as evidenced by application materials.

Contact Information to Applicants

Michele Casavant, casavant@ku.edu

Additional Candidate Instruction

In addition to the online application, the following documents are required to be considered for this position:

- Cover letter describing how you meet the required and preferred qualifications.
- Resume.
- List of three (3) professional references.
- 5 sample PDFs of examples of your marketing pieces from your portfolio.

Only complete applications will be considered.

Application deadline is Thursday, 3/5/2026 by 11:59PM Central Standard Time.

Advertised Salary Range: $50,000-$57,000

Application Review Begins: 06-Mar-2026

Anticipated Start Date: 23-Feb-2026

Primary Campus
University of Kansas Lawrence Campus

FTE: 1.0

Reg/Temp: Regular

FLSA Status
Nonexempt

Employee Class: U-Unclassified Professional Staff

Work Schedule
M-F, 8-5

Job Family
Public Affairs-KUL

Work Location Assignment
Hybrid

Disclaimer
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