



Operations Office
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Brad Loveless, Secretary

Laura Kelly, Governor

MARKETING MANAGER – Position #K0242692

This **unclassified**, full-time position is located in the Public Affairs Section at the Pratt Operations Offices, Pratt, KS or the Office of the Secretary, Topeka, KS; and is directly supervised by Nadia Reimer, Chief of Public Affairs.

The incumbent will be responsible for developing, implementing, and tracking marketing strategies and activities for KDWP's programs, services and products;

Collaborating with agency staff to determine marketing priorities and coordinate details of the programs, services, and products being promoted, including target audience identification, key messaging, available budget, deliverables timeline, and benchmarks for determining ROI;

Ensuring that marketing activities:

- Help achieve desired business outcomes as outlined by executive management staff
- Are consistent with KDWP's brand and tone
- Promote, enhance, and protect KDWP's reputation
- Align with KDWP's R3 Mission of Recruiting, Retaining, and Reactivating participants in outdoor recreation,
- And, are representative and inclusive of Kansas' diverse constituency.

Managing relationships with, and overseeing the work of, contracted marketing and advertising agencies, external vendors, contract employees, and other independent consultants related to advertising and marketing;

Regularly measuring, reviewing and reporting on the progress of marketing activities to the Chief of Public Affairs and other executive management staff;

And, managing promotional photo and video shoots.

BENEFITS: Beginning annual salary, \$60,000 – \$64,000; group health and life insurance; retirement; optional deferred compensation, dental and vision options; holidays; and sick, vacation, and parental leave.

MINIMUM REQUIREMENTS: Bachelor's degree in marketing, advertising, communications, public relations, or a closely related field **and** five years of experience in marketing or any combination of training and experience which provide the required skills, knowledge and abilities. The successful candidate must possess a high degree of professionalism, be self-reliant and a self-starter to meet job responsibilities with minimal supervision, and must have skills in strategic planning, organization, and effective communication. The successful candidate must possess a valid driver's license and pass a background check.

NECESSARY SPECIAL REQUIREMENTS: Experience with social media, digital and print communications, Adobe Creative Cloud products, content management systems related to websites, email marketing platforms, and mobile apps preferred. Experience in outdoor recreation and/or natural resource conservation or a closely related industry preferred.

HOW TO APPLY: Go to the State Employment Center at <https://admin.ks.gov/services/state-employment-center> and follow the directions below:

- Click in the middle of the page under the Sunflower. From there either **Sign in** to your existing account or **Register** for a new account.
- **Review and complete** your contact information on the **My Contact Information** page. Please make sure to include your **email address**.
- **Upload documents** listed in the **Required Documents** section of this job posting to the appropriate location.
- **Complete and Submit** your application.
- **Check your email and My Job Notifications** for written communications from the Recruiter.
 - **Email** - the **email** listed on the **Careers>My Contact Information** page.
 - **Notifications** - view the **Careers>My Job Notifications** page

The following are the required items to apply:

- 1) a letter of interest
- 2) a detailed resume; **including a valid e-mail address**
- 3) transcript material, **if applicable**, (copies of official transcripts or unofficial student copies are acceptable as long as degree is conferred)
- 4) Employment application
- 5) an Authorization to Release Information form** (this can be found at the following website): <https://www.ksoutdoors.com/news/KDWPT-Info/Jobs/Employment-Application-Additional-Info> and,

***Please note, this form must either be witnessed and signed by a Kansas Department of Wildlife, Parks and Tourism employee or signed in front of and notarized by a notary public. We reserve the right to conduct a background check on all qualified applicants.*

6) Kansas Tax Clearance Certificate

Kansas Tax Clearance Certificate: Each applicant applying for a State of Kansas job vacancy must obtain a State Tax Clearance Certificate by accessing the Kansas Department of Revenue's website at <https://www.ksrevenue.org/taxclearance.html>. A **Tax Clearance** is a comprehensive tax account review to determine and ensure that an individual's account is compliant with all primary Kansas Tax Laws. Applicants are responsible for submitting their certificate with all other application materials to the hiring agency. This is in accordance with Executive Order 2004-03.

Incomplete applications will not be considered. A complete application packet must be submitted for each position. We no longer make copies of previous applications. Submitted application materials will be reviewed in Pratt to assure that the position minimum requirements are met, and those meeting the minimum requirements will be forwarded to the respective division for interview selection.

Applicants are notified whether or not they are selected to interview. The interview is generally a one-time, panel interview consisting of position-specific questions for all applicants (same questions for each applicant), with the selection being made after all candidate interviews are completed.

Veterans' Preference Eligible (VPE): Former military personnel or their spouse that have been verified as a "veteran" under K.S.A. 73-201 will receive an interview if they meet the minimum requirements of the position. The veterans' preference laws do not guarantee the veteran a job. Positions are filled with the best qualified candidate as determined by the appointing authority. Additional VPE information can be found at <https://admin.ks.gov/services/state-employment-center/veterans>. Applicants claiming veterans' preference for the first time must mail a copy of your DD-214 to the Office of Personnel Services, 900 SW Jackson, Room 401-N, Topeka KS 66612, or FAX to 785/291-3715.

DEADLINE TO APPLY – April 16, 2021

The Americans with Disabilities Act ensures your right to reasonable accommodations during the employment process—individuals with disabilities are encouraged to contact the agency recruiter if reasonable accommodations are needed for any part of the application or hiring process. Equal Opportunity Employer. Women and minorities are encouraged to apply. Veteran's Preference Eligible.