MANAGER FOR COMMUNICATIONS & PUBLIC RELATIONS

The Kansas 4-H Foundation is the 501(c)(3) fundraising arm for Kansas 4-H, the state’s largest youth development program, as well as Rock Springs Ranch, the state 4-H center. The Foundation works with businesses, organizations, individuals and families who share a common desire to support a statewide effort of growing future leaders.

The Foundation is currently seeking a results-driven, energetic and forward-thinking individual to serve as a communications professional specializing in crafting compelling proposals, donor communications, and public relations. The successful candidate will be responsible for developing, managing and executing a comprehensive communications effort that contributes to soliciting and securing philanthropic gifts for annual and capital campaign priorities, stewarding existing relationships, and collaborating to build a stronger development operation for our organization. This individual reports to the VP for Campaign Strategy and works closely with the President/CEO and Board of Trustees in all development endeavors.

If you have a strong background in non-profit communications and share a desire to advance positive youth development throughout the state, we encourage you to apply.

Primary Responsibilities

Kansas 4-H Foundation communications and public relations professional communicates the purpose and philosophy of the organization to employees, donors, volunteers, 4-H system and the community-at-large, by making effective use of a variety of approaches. This individual is empowered to develop, manage and execute a comprehensive communications effort. S/he will lead day-to-day communications and outreach efforts while facilitating branding and marketing initiatives that support brand fidelity. The professional will maintain a positive relationship between the organization and the media and/or the general public.

Additional responsibilities include:

Support organizational fundraising efforts – 50%

- Collaborate with development team members to generate compelling proposals, impact reports and stewardship materials.
- Produce and review communications to ensure professional and consistent representation of the brand.
- Collaborate to develop persuasive marketing strategies and materials for fundraising programs, campaigns, and events.
- Serve as a resource to the executive leadership team in the development of written and oral presentations.
- Cultivate organizational readiness to communicate to external audiences confidently and strategically.
Perform additional team responsibilities - 20%

- Lead weekly Communication Request team meetings.
- Participate in bi-monthly Development team meetings.
- Participate in fundraising, board meetings and other program activities as requested.
- Collaborate with both Kansas 4-H Marketing Team with K-State Research & Extension (KSRE) and Rock Springs Ranch.
- Manage the application, hiring and orientation process of Kansas 4-H Foundation communications and public relations intern.
- Evaluation and design of standard Foundation office supplies and promotional materials.
- Develop and manage communications and public relations budget.

Sharing information with the public - 30%

- Manage the Kansas 4-H Foundation and Rock Springs Ranch brand standards for all public platforms. Manage and update Foundation and RSR websites as needed.
- Serve as editor of The Pledge magazine. Produce two issues annually and distribute to more than 10,000 constituents.
- Manage the organization's social media tools (Facebook, Instagram, Twitter, YouTube), including engaging with the public, monitoring, posting, tracking metrics, and evaluating new tools.
- Respond to requests for information from members of the media, stakeholders, and the general public.

Qualifications and Skills

- Embrace the mission of the Kansas 4-H Foundation and demonstrate commitment to advancing positive youth development.
- Demonstrate impeccable integrity and honesty. Exercise good judgment, creativity and enthusiasm. Display a positive attitude, show concern for people and community, demonstrate presence, self-confidence, common sense and good listening ability.
- Demonstrated skill in persuasive written storytelling.
- Strong editing and proofreading skills. Excellent written, interpersonal and verbal communication skills.
- Be a self-starter and results-driven when executing communications strategies.
- Possess leadership and interpersonal skills needed to work with and motivate staff, board members, donors and volunteers.
- Skilled in visual design. Proficiency in Adobe Creative Cloud applications (including InDesign, Illustrator, Photoshop and Premiere Pro) and Wordpress is required.
- Proficiency in Google and Office Suite is required. Experience with donor management systems, video conferencing and Constant Contact preferred.
- Desire to foster meaningful relationships on behalf of the organization.
- Be organized and exhibit follow through on tasks and goals.
- Contribute to a team-oriented fund development approach.
- Share knowledge and experience with staff about communications and public relations.
Preferred Skills & Experience

- Bachelor's Degree and 2+ years of professional transferable experience in communications and/or related fields such as public relations, marketing and brand management.
- Share a professional portfolio that highlights your body of work experience.

Employment Benefits

- Medical, dental and vision coverage
- Paid Time Off (PTO), including paid parental leave
- 403b retirement plan with employer contribution and matching
- Modern, collaborative, and technology savvy office space
- Committed to demonstrating diversity, equity and inclusion in all that we do
- Positive and energetic work environment with enjoyable colleagues who frequently bring office snacks
- The world's best cinnamon rolls when hosting donors and guests at Rock Springs Ranch

Travel
Position requires a valid motor vehicle operator's license with an acceptable driving record.

Background Checks
Employment is contingent upon passing the Kansas 4-H Foundation background check.

Salary Range:
$35,000 - $45,000

Location
1680 Charles Pl., Ste 100, Manhattan, Kansas 66502

Classification
Full-time; Exempt

TO APPLY
Please send a resume and cover letter to Mindy Weixelman at mindy@ks4h.org