



Job Posting

Title: Marketing Associate (Full time)

Location: Wichita, KS (in-person)

Reports To: Director of Business Development

Pay Range: \$40 - \$50k (Depending on experience), Full Network Kansas benefits package

About Network Kansas

Network Kansas is devoted to the growth of entrepreneurship and small businesses throughout the state of Kansas.

Our mission is to promote an entrepreneurial environment by providing a central portal that connects entrepreneurs and small business owners with the right resources—Expertise, Education, and Economic Resources—when they are needed most.

In pursuit of this mission, we partner with wellrespected business development organizations and educational institutions that work with entrepreneurs and small business owners who have the vision and potential to succeed. The result is a seamless system that accelerates economic and community development in Kansas.

a.) History

Established by the Kansas Economic Growth Act of 2004 (KEGA) as the Kansas Center for Entrepreneurship, dba Network Kansas became operational at the beginning of the 2006 fiscal year. The Network Kansas portal is available statewide and currently enables entrepreneurs and small business owners to connect with 600+ Network Kansas partners throughout the state.

b.) Vision

To be recognized nationally as a leading organization devoted to the establishment and growth of entrepreneurship and small business as a priority for economic and community development.

c.) Mission

We empower entrepreneurs through our partner networks by offering essential financial resources, valuable relationships, expert knowledge, and experience.



About the Position

The Marketing Associate plays a vital role in advancing Network Kansas' mission by executing effective marketing and communications strategies that elevate brand awareness, engage stakeholders, and showcase the impact of entrepreneurship support programs across Kansas.

This position is responsible for creating and distributing compelling content across digital and traditional marketing channels, ensuring consistent messaging that aligns with the organization's strategic objectives.

Reporting to the Director of Business Development and working directly with the Communications and Marketing Manager, the Marketing Associate works collaboratively with internal teams, external partners, and community stakeholders to amplify Network Kansas' initiatives. This role requires creativity, attention to detail, and a strong ability to communicate through various media formats, including social media, storytelling, graphic design, and digital content production.

The ideal candidate is a proactive, organized, and adaptable professional who is passionate about entrepreneurship and small business development. This individual thrives in a dynamic environment and is eager to contribute innovative ideas to enhance outreach and engagement efforts.

Key Responsibilities

Working under the direction of the Director of Business Development, this role is expected to be collaborative, active, and a hands-on producer for the Marketing Department, to advance the Network Kansas vision of being recognized as a national leader, with the general objectives as follows:

a.) Content Creation and Social Media Management:

Development, planning, and execution of a monthly content calendar, including the strategic scheduling and publishing of content across social media platforms including X, Facebook, LinkedIn, YouTube, and the Network Kansas website. This includes creating posts for staff updates, event promotions, partner spotlights, and brand awareness, and managing interaction with followers (e.g., retweets, likes).

b.) Storytelling:

Craft compelling narratives that resonate with target audiences, showcasing the impact and success stories of Network Kansas initiatives and clients through written, verbal, video, and graphic storytelling approaches.



Key Responsibilities Cont.

c.) Digital Content Production:

Digital Content Production: Oversee the creation of high-quality digital content, including videos, graphics, and multimedia assets, whether independently or in collaboration with contractors.

d.) Community Outreach/Event Coverage:

Attend events to capture photographs and create content that highlights Network Kansas activities, ensuring this content is effectively integrated into social media and marketing efforts. Should be able to produce high-quality photographs for print and digital use by Network Kansas. Should be a professional and strong representative of Network Kansas. This part of the job requires some statewide travel.

Education, Skills & Attributes

The candidate will have educational and work experience related to entrepreneurship and marketing.

- a.) Eagerness and willingness to learn and understand the entrepreneurial process and commitment to high levels of customer service.
- b.) Education and/or work experience related to project management, social media content management, and content creation.
- c.) Excellent communication skills, written and verbal, on the phone and in person. Remembers details and keeps excellent records.
- d.) Strong computer and software skills; ability to learn new applications and complex features as needed.
 - i. Includes use of AI as a tool for management of job expectations.
 - ii. Experience using design tools (or the ability to learn) including but not limited to the following; Adobe Creative Suite (InDesign, Illustrator, Lightroom, Photoshop), and CanvaPro.
 - iii. Superior knowledge and understanding the utilization and benefit of scheduling tools, such as Hootsuite, Buffer, or other.
 - iv. Knowledge of project managing tools, such as: ClickUp, Slack, Dropbox, etc.
 - v. WordPress knowledge preferred but not required.
- e.) Strong sense of initiative and self-motivation and ability to work independently and as part of a team.
- f.) Outstanding organizational skills and ability to develop and maintain electronic filing and project management systems.
- g.) Work with a high degree of integrity and hold high ethical standards.



Equal Employment Opportunity

To provide equal employment and advancement opportunities to all individuals, employment decisions at KCFE will be based on merit, qualifications and abilities. KCFE does not discriminate in employment opportunities or practices based on race, color, religion, sex (including gender identity, sexual orientation and pregnancy), national origin, age, disability, genetic information or any other characteristic protected by law.

We will provide reasonable accommodation for all qualified individuals with known disabilities unless doing so will result in undue hardship. This policy covers all aspects of employment, including selection, job assignment, compensation, discipline, termination and access to benefits and training.

Apply

Interested applicants should send resumes and samples of work to the email address below with “Marketing Associate” in the subject line.

E: applications@networkkansas.com

