



POSITION ANNOUNCEMENT

This position serves the West Virginia Higher Education Policy Commission (Commission) and the West Virginia Council for Community and Technical College Education (Council) whose offices are located at 1018 Kanawha Boulevard, East, Charleston, West Virginia.

Position Title: Communications Specialist

Classification: Full Time, Non-Classified, Exempt, Benefits-Eligible
(Federally Grant funded position through September 2021 with potential for continued funding beyond September 2021)

Date: April 5, 2019

Overview: Reporting to the Director of Student Services, the Communications Specialist assists in coordinating communication outreach efforts and leads creative development and media planning strategies. Coordinates public relations, advertising, marketing, digital and social media outreach campaigns. Serves as creative developer and graphic designer; including web development. Writes, designs, and creates content for the division's digital outreach efforts.

Duties and Responsibilities: Assists in development and implementation of multi-faceted communications and outreach campaigns; incorporates public relations, advertising, marketing, creative development, and media planning strategies. Researches, writes, edits, designs, prepares and distributes informational materials for publication. Serves as graphic designer, develops branding materials, presentations, social media and website content, and digital and video graphics. Prepares and delivers presentations to a variety of audiences. Performs related duties as assigned.

Knowledge, skills and abilities: Excellent oral and written communication skills, including the ability to write and edit news releases, effective articles, social media posts, presentations, speeches and reports. Knowledge of communications and journalism principles, media and marketing techniques. Detail orientated, self-motivated, and able to work independently and carefully manage multiple responsibilities simultaneously with short deadlines in a high-volume environment. Excellent interpersonal and organizational skills. Strong technical and digital skills, including a knowledge of current digital communication trends and the ability to effectively navigate, evaluate and apply digital resources. Ability to promote collaboration and communication among a wide variety of partners, college campus and primary and secondary school stakeholders, students

and families. Ability to address large groups and speak to stakeholders on matters that relate to higher education outreach efforts.

Technical proficiencies:

- Adobe Creative Suite (Illustrator, Photoshop, InDesign at minimum)
- Microsoft Office Suite (PowerPoint, Word, and Excel at minimum)
- Google Analytics and Google Suite
- Content Management Systems (example: WordPress)
- Social Media Platforms, Email and Social Media Management Software
- HTML, CSS, and other coding languages preferred

Salary Range: \$32,500-\$42,500 (Federally funded through September 2021 with potential for continued funding beyond September 2021.)

Education and experience: Requires a bachelor's degree in communications, public or media relations, journalism or related field, plus two to three (2-3) years of directly related experience; OR any equivalent combination of experience and training which provides the required knowledge, skills and abilities.

Closing date: Position is opened until filled. Priority consideration will be given to application materials received on or before May 6, 2019.

Application Process: Qualified candidates are asked to submit a cover letter, current resume, a writing sample, a portfolio showcasing their experience and achievement in creative design using Adobe Creative Suite and contact information for three professional references. Finalists are subject to employment and credential verification, reference and background checks. Submit all information electronically **via e-mail** with **"Communications Specialist"** in the subject line to: Ms. Vickie Hairston at vickie.hairston@wvhepc.edu

Equal Opportunity/Affirmative Action Employer/Veterans/Disabled

The West Virginia Higher Education Policy Commission and the Community and Technical College System of West Virginia are equal opportunity employers. All qualified applicants will receive consideration for employment without regard to race, color, religion, sex, sexual orientation, gender identity, national origin, age, or protected veteran status and will not be discriminated against on the basis of disability. The Commission and Council provide a collegial, respectful and inclusive environment that values the diversity, creativity and contributions of its staff.