



# WEST VIRGINIA STATE UNIVERSITY

## Communications Specialist Office of University Relations

### **West Virginia State University:**

West Virginia State University (WVSU) is a public-land grant institution, which was founded in 1891 as a Historically Black College and University (HBCU), and has evolved into a fully accessible, diverse, and multi-generational institution serving approximately 3,500 students. The University is a community of students, staff, and faculty committed to innovative teaching and learning, research and service that offers 23 undergraduate and seven graduate degrees through its four colleges, and competes in athletics at the NCAA Division II level in five men's sports and six women's sports. WVSU is located in Institute, West Virginia, a suburb of Charleston, the largest city and the capital of West Virginia. With more than 300,000 people living in the metropolitan area, it is an active, exciting and engaging community, boasting cultural and historical events, music, festivals and entertainment.

### **Position Description**

West Virginia State University is looking for a quality-oriented candidate for the position of Communications Specialist. This individual will play a key role in helping to tell the university's story across a diverse range of platforms including social media, the university website, and traditional print materials. This is a non-classified, essential, FLSA exempt, full-time, benefits eligible position. This position is located within the Office of University Relations.

### **Responsibilities for the Communications Specialist**

- Actively engage with students, faculty, and staff to identify potential posts for social media and stories for the appropriate distribution channel.
- Gather information through research and interviews with subject matter experts.
- Write and edit content for a variety of distribution channels including social media, news releases, print publications, and the university website.
- Lead social media efforts, including managing social media content across Facebook, Twitter, Instagram, LinkedIn, TikTok and YouTube.
- Create engaging social media posts that include video, photography and graphic elements that draw on best practices to promote audience growth and engagement.
- Organize and interpret analytical data from social media sites to track trends, benchmark growth and evaluate the success of posts and marketing campaigns.
- Facilitate the growth of social media figures through consistent posting that matches content to audience; effectively engage audience as measured by analytical data.
- Leadership of university-wide social media management best practices, including providing training sessions and management assistance to social media managers.
- Performs other job related duties as assigned.

### **Requirements for the Communications Specialist**

- Bachelor's degree in Communications, Journalism, English, Marketing or related field preferred
- Three years of writing experience with proven, demonstrable writing and editing skills, including editorial and feature writing, promotional copywriting, and social media writing preferred
- Knowledge of various social media platforms, best practices and how to successfully interpret analytical data
- Knowledge of Microsoft Office and Adobe Creative Suite preferred
- Ability to multi-task and manage multiple projects with various deadlines

### **Salary Statement**

Salary will be commensurate with experience.

### **To Apply:**

This position will remain open until filled. However, first consideration will be given to applicants who submit a resume, cover letter, academic transcripts, and the names and email addresses or phone numbers of three professional references by June 7, 2024. All requested information must be submitted for your application to be considered.

Please submit application materials via email to [jobs@wvstateu.edu](mailto:jobs@wvstateu.edu) or mail to:

West Virginia State University  
Department of Human Resources  
P. O. Box 1000/ 324 Ferrell Hall  
Institute, WV 25112

**West Virginia State University conducts criminal background checks on all job candidates upon acceptance of a contingent offer. Any offer of employment is contingent upon the satisfactory completion of a background check.**

**West Virginia State University is an Equal Opportunity/Affirmative Action institution. No person shall be denied admission to educational programs, activities or employment on the basis of any legally protected status, or be subjected to prohibited discrimination involving, but not limited to, such factors as race, color, creed, religion, national or ethnic origin, marital status, citizenship, sex, sexual orientation, gender identity or expression, age, disability, or protected veteran status. West Virginia State University is committed to providing access, equal opportunity, and reasonable accommodation for individuals with disabilities in employment, its services, programs, and activities. To request reasonable accommodation to participate in the job application or interview process, contact, please contact the Disability and Accessibility Resources unit at 3040766-3083 or [ada@wvstateu.edu](mailto:ada@wvstateu.edu).**