



# WEST VIRGINIA STATE UNIVERSITY

## **Staff Writer/Social Media 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, WV, 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 Staff Writer/Social Media Specialist. This individual will play a key role in helping to tell the university's story across a diverse range of platforms including traditional printed materials as well as through a variety of digital mediums, including the university's social media channels. This is a non-classified, essential, FLSA exempt, full-time, benefits eligible position. This position is located within the Office of University Relations and reports to the Assistant Vice President for University Relations.

### **Responsibilities for the Staff Writer/Social Media Specialist**

- Actively engage with faculty, staff, and students to generate news and information for a variety of distribution channels including news releases, print publications, the university's website, social media channels, and scripts
- Research diverse topics, interview various sources to write accurate content for various audiences
- Write speeches and scripts for the president of the university
- Edit communication and marketing materials to ensure quality and uphold university brand standards
- Lead informational, branding, and marketing efforts across social media platforms including, but not limited to Facebook, Twitter, Instagram and YouTube.
- Organize and interpret analytical data from social media sites to track trends, benchmark growth and evaluate the success of university posts and marketing campaigns

- Facilitate and maintain growth of university social media accounts through interaction with university stakeholders through consistent posting and effective audience engagement
- Lead university-wide digital marketing and social media management planning and execution that includes establishing and maintaining guidelines and best practices, providing necessary training and assistance to social media partners across campus
- Performs other job related duties as assigned

### **Requirements for the Staff Writer/Social Media 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
- Knowledge of AP Style
- 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 August 6, 2021. 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, 105 Cole Complex  
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. Upon request, reasonable accommodations will be made to provide this content into an alternate accessible format by contacting Human Resources at (304) 766-3156 and/or [hr@wvstateu.edu](mailto:hr@wvstateu.edu).**