



Job Title: Director of Agricultural Research & Extension Communications

Department/ Office: Agricultural Research and Extension

Reports to: Vice President and Dean and Director of Agricultural Research and Extension

FLSA Status: Exempt

Summary

Working within the Agricultural Research and Extension division, the Director of Agricultural Research and Extension Communications is responsible for producing and disseminating information via written, video-graphic, online and spoken means, emphasizing graphic design and new media management. The position is responsible for the marketing and promoting organizational initiatives of the WVSU Extension Service, the Agricultural & Environmental Research Station (AERS), and the Center for the Advancement of Science, Technology, Engineering & Mathematics (4-H STEM). The position reports directly to the Vice President, Dean, and Director of Agricultural Research and Extension, while creative and content control resides with the WVSU Department of University Relations.

The West Virginia State University Research and Development Corporation employs this position.

Essential Functions

Reasonable accommodations may be made to enable individuals with disabilities to perform essential functions.

- Lead communicator for WVSU Extension Service, the Agricultural and Environmental Research Station, and the Center for the Advancement of Science, Technology, Engineering and Mathematics
- Manage personnel and marketing budget; media and public relations; advertising initiatives; and manage social media platforms (Twitter, Facebook, Instagram) and website/blog content
- Develop strategic communication plans for multi-faceted and individual projects and determine appropriate medium and the effective use of resources.
- Coordinate the pre-production and production process of projects.
 - Develop concept, scope of project, and timeline while managing deliverables within the resources allocated.
 - Schedule photo shoots, uphold legal compliance standards (Section 508) and procedures, and post to appropriate platforms.
- Develop standards, systems and best practices for content creation, maintenance and other ways to keep communications efficient and compliant.
- Ensure all deliverables meet expectations: timeline, visual aesthetics, brand alignment, etc.
- Marketing and promotion of WVSU Agricultural Research and Extension programs and initiatives, including working with staff to design program materials, ads, etc.
- Represent WVSU Agricultural Research and Extension at various events and functions

Specific Duties and Responsibilities:

The position is responsible for the visual elements of the organization as they pertain to communications, marketing, and branding. Duties include coordinating and producing organizational publications, social media management, website content management, assisting staff with programmatic marketing needs, representation at campus and community events, and maintaining a catalog of published materials and photographs.

Required and Desired Skills and Traits

- Proficient with graphic design, including the Adobe Creative Suite
- Proficient with the use of social media platforms as a marketing strategy
- Proficient with WordPress website editing and management
- Familiar with Section 508 compliance for digital documentation

Supervisory Responsibilities

This position supervises two other positions - Writer/Editor and Graphic Designer

Competencies

1. Technical capacity in Graphic Design, mainly Adobe Creative Suite applications
2. Self-starter with excellent Project Management skills, preferably with FunctionFox
3. Personal Effectiveness, Credibility, and Accountability
4. Thoroughness
5. Collaboration Skills
6. Communication Proficiency: Oral and written
7. Flexibility.

Work Environment

The work environment characteristics described here represent those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform essential functions. The noise level in the work environment is usually moderate. This job operates in a professional office environment. This role routinely uses standard office equipment such as computers, phones, photocopiers, filing cabinets and fax machines.

Physical Demands

An employee must meet the physical demands described here to perform the essential functions of this job successfully. Reasonable accommodations may be made to enable individuals with disabilities to perform essential functions.

Position Type and Expected Hours of Work

Days and hours of work are Monday through Friday, 8:30 a.m. to 5 p.m. Summer schedule is Monday through Friday, 8 a.m. to 4 p.m. However, due to the nature of the job performed, flexible hours, including evenings, weekends and occasional overnights, may be required.

Travel

Some travel may be expected for this position, including to various program sites and to conferences and meetings.

Required Education and Experience A master's degree in communications, journalism, marketing, public relations, graphic design or related field is required, and at least two years' relevant work experience. This applicant must possess effective oral and written communication skills. Experience in graphic design (Adobe Photoshop, InDesign, etc.), writing for publication, videography, photography, website design and maintenance, and social media is strongly desired.

Additional Eligibility Qualifications

Must possess a WV driver's license in good standing.

Other Duties

Please note this job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities required of the employee for this job. Duties, responsibilities and activities may change at any time with or without notice.

Work Authorization/Security Clearance

This position is designated as security-sensitive. Before an offer of employment is made, a pre-employment background investigation will be completed, which may include a criminal background check, educational, DMV and prior employment.

Closing Date: This position will remain open until filled. However, first consideration will be given to applicants who reply by January 17, 2024

To Apply

Preferred: Information accepted as emailed in a Microsoft Word or PDF format to rdemployment@wvstateu.edu. Qualified candidates may submit a cover letter, resume, unofficial transcript and contact information for three professional references (name, title, address, phone number, and email address).

Hard copy applications may be sent to:

ATTN: Search Committee for Director of Agricultural Research & Extension Communications
West Virginia State University Research and Development Corporation
PO Box 1000, 201 Byers Admin. Bldg.
Institute, WV 25112

AAP/EEO Statement

West Virginia State University is an equal opportunity affirmative action institution. No person shall be denied admission to educational program, 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. To request disability accommodation contact: Michael Casey at (304) 766-3083. Concerns and complaints related to bias or equal opportunity in education and in employment based on aspects of diversity protected under federal, state, and local law, or arising under Title IX should be directed to: Carolyn Stuart, EEO Officer, at (304) 204-4018.

Women, minorities, people with disabilities and veterans are encouraged to apply.