



West Virginia University at Parkersburg Position Vacancy

Program Specialist

Position #21-022

Summary:

This position provides support to the Marketing and Communications Department. Primary responsibilities include drafting press releases, managing the Wrike system for communication requests throughout the campus, and assisting in the planning and marketing of special events. The position also fulfills campus wide marketing strategies and objectives.

Duties:

- Develop public relations materials for marketing events.
- Develop strategies, objectives, and marketing messages that promote the college's events and community offerings.
- Create electronic and printed invitations, reminders and RSVPs for college events. Ensure materials produced are of a consistent professional quality in accordance with the institution's branding.
- Plan and assist with the production of community-engagement programs and events. Facilitate discussion and decisions affecting events.
- Create and maintain relationships with internal and external clients of the college.
- Conduct ongoing evaluations of college events and implement improvements.
- Assist in the development and management of special events budgets.
- Prepare material for events as requested.
- Other duties as assigned.

Education/Knowledge:

- Bachelor's Degree in journalism, public relations, marketing, or related field or equivalent education and/or experience.

Experience:

- 1 year of communications, media or marketing experience.

Skills:

- Excellent communication skills (written, verbal and interpersonal). Ability to work independently, as well as collaboratively, and take initiative in assigned work. Ability to demonstrate skills, knowledge and competence to establish positive internal and external working relationships while working with diverse population
- Advanced level of writing, editing and proofreading skills. Knowledge of Associated Press Stylebook guidelines
- Basic knowledge of design software
- Knowledge of communication principles, social media and marketing techniques and operations
- Organizational skills with the ability to multitask and reprioritize as needed

Rate of Pay:

Non-exempt, full-time, benefits eligible, 37.5 hours per week, pay grade 5, \$17.54 per hour.

Posted: February 18, 2021

Deadline to Apply: March 04, 2021

To Apply:

Submit an Employment Application Packet and an unofficial copy of your college transcripts (if applicable) to apply@wvup.edu. A cover letter and résumé may also be included. The Employment Application packet is available via the Employment Opportunities section at www.wvup.edu.

Auxiliary aids and services are available upon request to individuals with disabilities. Please contact the Human Resources Office at (304) 424-8290 if you need assistance or reasonable accommodation with the application or hiring process.

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