

**Integrated Marketing Communications Faculty
Professional Studies Division**

Position #26-006

WVU Parkersburg is a Community and Technical College located in Parkersburg, WV, with a branch in Ripley, WV, and soon to be Vienna, WV (We are not a branch of West Virginia University). We are dedicated to teaching and are accredited by the Higher Learning Commission to offer certificates, associate and bachelor's degrees. This position may require work at our Main Campus in Parkersburg, WV, or at one of our branch locations in Vienna, WV, or Ripley, WV.

Benefits

- Retirement plan with 6% mandatory every pay (biweekly) that is matched 100%
- Free \$10,000 life insurance policy
- Your choice of 7 different Health Insurance plans through www.peia.wv.gov and flexible benefits such as Accident Insurance, Hospital Indemnity Insurance, Critical Illness Insurance, Flexible Spending Accounts (Healthcare & Dependent Care), Health Savings Account, Dental, Vision, Short-Term Disability, Long-Term Disability, Group Legal Plan, and Hearing
- Annual and Sick leave for full time non-exempt staff, exempt staff, and 12-month faculty
- Minimum 12 paid holidays per year
- WVU Parkersburg tuition waiver (if eligible) for an employee, employees' spouse or dependent of a full-time benefits eligible employee who is 24 years of age or younger

To Apply

- Submit an Employment Application packet available at www.wvup.edu/jobs
- If the position requires a degree, attach a scanned copy of your unofficial college transcripts with the Employment Application packet.
- WVUP is an Equal Opportunity Employer. Minorities/Veterans/Disabled Encouraged to Apply.

Posted

08/01/2025 and will remain active until filled with preference given to applications that are received by 08/22/2025.

Effective

As soon as possible.

Employment Status

Exempt, 9-month, renewable term appointment, benefits eligible position.

Primary Location

Main Campus

Salary and Rank

Salary and rank are commensurate with education and experience.

Responsibilities

- This appointment will include a 15-credit hour teaching load per semester in Integrated Marketing Communications.
- Other college level courses may also be assigned depending on the selected candidate's credentials.
- Most instructional duties will be at the main campus in Parkersburg but may also include the instruction of classes at any of our branches.
- Teaching assignments may include evening, weekend, hybrid and/or totally on-line instruction.
- In addition, duties will include academic advising, committee service, program and course-level assessment, program support, effective use of learning management systems, student recruitment/retention and professional development.
- Use of learning management systems and demonstrated effective use of technology is a condition of continued employment beyond the first year.
- Preparing students with skills necessary to be successful in the field of Integrated Marketing Communication including but not limiting to, writing engaging scripts, developing compelling storyboards to support video concepts, operating and managing video production equipment during shoots to ensure high-quality content capture, editing video footage using industry-standard software to produce polished final products, contributing to the planning and execution of social media campaigns, ensuring cohesive video branding, maintaining a strong understanding of branding principles to align video content with overall marketing strategies.
- WVUP values creativity, individuality, and innovation, and expects the selected candidate to actively participate in the college community.

Requirements

- A master's degree in Integrated Marketing Communications, Public Relations, or Digital Communications from a recognized, regionally accredited college or university OR
- A master's degree with at least 18 semester hours of graduate credit in Integrated Marketing Communication, Public Relations, Digital communications or a related field.
- Demonstrated use of advanced technology systems such as learning management systems or similar technologies.
- Understanding and application of assessment practices is strongly preferred.
- Successful college-level teaching experience is preferred, as well as prior effective use of technology in instructional delivery, and a willingness to deliver courses in all instructional modalities.
- Demonstration of teaching effectiveness is part of the on-campus interview.
- Preference given to applicants that have experience in script writing, storyboard creation, video production equipment, video editing skills, industry-standard software proficiency, social media campaigns and branding.

WVU Parkersburg is an Equal Opportunity Institution and does not discriminate on the basis of race, sex, pregnancy, age, disability, veteran status, religion, color, ancestry, or national origin in admission, employment, educational programs or activities. Further, faculty, staff, and applicants are protected from retaliation for making complaints or assisting in investigations of discrimination. WVU Parkersburg will take steps to assure that a lack of English language skills will not be a barrier to admission and participation in career and technical education programs. Auxiliary aids and services are available upon request to individuals with disabilities. WVU Parkersburg provides a collegial and respectful environment that values the contribution of all faculty, staff, and students.