

## **Integrated Marketing Specialist**

Position # 26-005

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](http://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, employee's 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](http://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**

08/13/2025 with an application deadline of 08/27/2025.

### **Employment Status**

Non-Exempt/Classified/Hourly Staff, full-time regular, benefits eligible position.

### **Shift**

Variable. Full time is considered 37.50 hours a week.

### **Primary Location**

Main Campus

### **Pay Grade**

04 (Salary is commensurate with education and experience)

### **Function/Summary**

This position provides support to the WVU Parkersburg Marketing & Communications Department, with an emphasis on print and digital graphic design. The Media Production Specialist is responsible for creating visually compelling materials that support internal and external campaigns, including social media graphics, website content, campus displays, and printed collateral. The role also includes video and photography support, but is primarily centered on producing high-quality visual assets that align with the college's branding and drive engagement. This position plays a key role in advancing the college's recruitment, retention, and visibility efforts through effective and consistent design. This position will serve at various hours as needed and may serve at alternate locations. The primary location is the Main campus.

### **Minimum Qualifications**

Education Required:

- Associate's degree in communications, media, marketing, digital production, or a related field, or equivalent education and/or experience.
- Bachelor's degree (preferred) in communications, media, marketing, digital production, or a related field, or equivalent education and/or experience.
- 

Experience:

- 1 year of communications, media, or marketing experience

Licensure:

- N/A

### **Knowledge, Skills & Abilities**

- Advanced print and digital graphic design skills.
- Ability to create internal and external campaigns.
- Intermediate knowledge of video production, editing, and post-production software (e.g., Adobe Premiere, Final Cut Pro, Canva Video).
- Knowledge of social media platforms and digital engagement best practices.
- Excellent communication skills (written, verbal, and interpersonal).
- Strong organizational skills, ability to manage multiple projects and deadlines.
- Ability to work independently and collaboratively in a fast-paced environment.

### **Duties/Responsibilities**

#### **Print and Design – 75%**

- Design and produce high-quality print materials for advertising, recruitment, and campus-wide initiatives (e.g., brochures, flyers, posters, signage, billboards).
- Develop creative assets for internal and external campaigns that align with the college's brand and messaging.
- Collaborate with departments to create custom print materials that support specific program or event goals.
- Ensure all printed materials maintain visual consistency and follow brand guidelines.

- Prepare design files for print and oversee production quality as needed.

**Digital Media & Content Support – 20%**

- Adapt print designs for use across digital platforms, including social media, email campaigns, and the college website.
- Support video production and livestreaming needs for college events, with a focus on visual consistency and brand alignment.
- Capture and edit photography to complement print and digital campaigns.
- Assist in maintaining and storing audio/visual equipment to support ongoing media needs.

**Web & Social Media Coordination**

- Assist with content updates and visual design elements on the website to ensure branding and accessibility standards are met.
- Support day-to-day social media management by providing graphics and creative assets as needed.

**General – 5%**

- Other duties as assigned.

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.