Web Developer
Position #26-046

WVU Parkersburg is a Community and Technical College located in Parkersburg, WV, with a branch in Ripley, WV, and 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.

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, 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
- If the position requires a degree, attach a scanned copy of your unofficial college transcripts with the Employment Application packet.

Posted
03/19/2026 with an application deadline of 04/02/2026.

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

Shift
Variable. Standard hours (8:00 am – 4:00 pm). Full time is considered 37.50 hours a week.

Other Essential Job Requirements:
- This is an on-site position.
- Regular, predictable, and reliable attendance and punctuality are expected to ensure performance of the essential function of the job, including scheduled meetings and shifts.
- This is a 37.5 hour per week position.
- May require working alternate hours or alternate locations upon request to support campus mission.

Primary Location
Main Campus – 300 Campus Drive, Parkersburg WV 26104

Pay Grade
05 (Salary is commensurate with education and experience)

Function/Summary
This position acts as WVU Parkersburg's webmaster and SEO specialist by managing and maintaining the institution's websites. This position supports WVU Parkersburg by ensuring website functionality, accessibility, design consistency, and search engine optimization, and by coordinating controlled web access through a pilot program for designated users. Additionally, this position will support the implementation and maintenance of Element 451 from a website, IA, and marketing perspective.

Minimum Qualifications
Education:
- Required: Bachelor's degree in communications, technology or related field or equivalent education/experience.

Experience:
- Required: 2 years of experience in website management, design, and search engine optimization (SEO).
- Familiarity with accessibility standards and copyright compliance.

Knowledge, Skills & Abilities
- Excellent communication skills (written, verbal and interpersonal). Ability to work independently, as well as collaboratively.
- Ability to demonstrate skills, knowledge and competence to establish positive internal and external working relationships while working with diverse populations
- Writing/ Editing/Proofreading skills.
- Operation of design software.
- Operation of web design and content management software.
- Knowledge of website usability, accessibility standards, and SEO best practices.
- Knowledge of communication principles, digital marketing techniques, and web analytics.
- Organizational skills with the ability to multitask and reprioritize as needed.

Duties/Responsibilities
60% Website Strategy, Governance & SEO
- Serve as the primary administrator and strategic lead for all aspects of the college's website and web presence.
- Develop and execute a comprehensive website governance model aligned with enrollment, marketing, and institutional priorities.
- Plan and implement future enhancements, structural improvements, and user experience upgrades.
- Organize and lead bi-monthly reviews of departmental webpages to ensure accuracy, compliance, and alignment with institutional messaging.
- Regulate and manage website user permissions and publishing rights to maintain quality control and brand integrity.
- Manage and evaluate a pilot program for controlled web access, allowing designated employees to update assigned pages prior to publishing.

- Organize and maintain website edits to ensure content remains accurate, current, and strategically aligned.
- Generate, revise, and optimize web pages using SEO best practices to improve visibility and search engine rankings.
- Conduct regular site audits to identify broken links, outdated content, duplicate content, and technical issues.
- Stay informed on evolving SEO trends, algorithm updates, and higher education digital marketing standards.
- Ensure all website and digital content meets ADA accessibility standards and adheres to copyright regulations.
- Test websites across browsers, operating systems, and devices to ensure functionality and responsiveness.
- Debug pages and resolve broken links, formatting errors, and technical inconsistencies.
- Monitor and analyze website performance and traffic using analytics tools; provide actionable reports and recommendations.
- Collaborate with IT staff to maintain website functionality, performance, integrations, and security.
- Coordinate across multiple internal and partner websites to ensure consistency in branding, navigation, and messaging.

30% Element 451 Administration & Optimization
- Serve as the primary functional lead for Element 451 website integrations
- Manage forms, landing pages, event registrations, and automation tied to web-based inquiries.
- Ensure seamless integration between website forms and CRM pipelines.
- Monitor lead flow, user engagement, and conversion analytics within Element 451; recommend improvements to increase inquiry-to-application conversion.
- Collaborate with Admissions, Recruitment, and Marketing to optimize digital pathways for prospective students.
- Manage, in collaboration with marketing team members, the college voice on Element 451.
- May be required to be on-call to address website emergencies, including evenings or holidays.
- Work with faculty and staff to plan, design, capture, and produce multimedia resources to support marketing and communications and instruction.
- Plan, design, capture, edit and produce multimedia materials to support the college's marketing efforts in accordance with the institution's branding.
- Provide consultation on other multimedia projects.
- Support streaming efforts for college events (graduation: convocation, professional development, etc.)

5% Training & Collaboration
- Provide training and ongoing guidance to faculty and staff on website content updates, accessibility standards, and digital best practices.
- Collaborate with leadership and departmental Point of Contact (POCs) to gather requirements and ensure compliance with web standards.
- Develop documentation, style guides, and workflows to maintain consistency across all web properties
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5% General

- 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.