



## POSITION ANNOUNCEMENT

**Position Title:** Director of Communications

**Classification:** Full Time, Non-Classified, Exempt, Benefits-Eligible

---

Located in West Virginia's Capital City of Charleston, the West Virginia Higher Education Policy Commission and the West Virginia Community and Technical College System is home to more than 70 staff members dedicated to transforming lives for the state's college students. Working with 30 colleges and universities, our agency serves more than 70,000 undergraduate and almost 12,000 graduate students, helping improve their access to college, their success throughout college and their impact after they graduate. We embrace diversity. We value community. We drive growth. We engage – helping West Virginia's Climb to equip 60 percent of West Virginians with a certificate or degree by 2030. The Policy Commission is sought after as the best place to work, succeed and make meaningful change. Join our team and help West Virginia on its Climb to student success.

**Overview:** The West Virginia Higher Education Policy Commission and the West Virginia Community and Technical College System is seeking a director of communications to develop and implement strategy for internal and external communications, and to build relationships with students, faculty and staff at colleges, universities and communities across the state. The director of communications is responsible for media relations and marketing strategy to communicate the programs, initiatives and successes of the West Virginia Higher Education Policy Commission and the Community and Technical College System. The director will serve as the agency's public information officer and the primary contact for the media. This position will oversee media relations, website management and social media presence, internal and external communications, including speechwriting, event coordination and spokesperson duties. The director will lead, motivate and supervise a small team and outside vendors that executes the planned strategy in reaching and engaging current and new audiences.

**Duties and Responsibilities:** This position reports to the executive vice chancellor for administration and serves as a member of the agency's senior staff. Responsibilities include, but are not limited to collaborating with executive leadership to establish and maintain relationships with external stakeholders; provides management and direction for public engagement with stakeholders and media contacts; directs and manages marketing, communications and public relations campaigns; serves as an initial point of contact for media requests and works closely with the Chancellor's Office on responses and proactive story generation; leads, motivates, develops, trains and supervises other communications-related positions within the agency in communications, branding and marketing related to all agency programs and initiatives; ensures communication products are of the highest quality and contain approved, accurate content; writes news releases, designs print and online publication materials, social media and electronic media submissions and releases.

**Knowledge, skills and abilities:** Candidates should demonstrate broad knowledge of broadcast, electronic and print mediums and related industries' operational practices and show evidence of established working relationships with local, state, and national media and communications outlets. Candidates must have excellent written and oral communications skills, including use of Associated Press Style and should thrive in situations of tight deadlines and pressure. Candidates must have mastery of Microsoft Office suite of software and website content management systems (including WordPress) and possess a keen eye for graphic design. Graphic design software familiarity is a plus. The ideal incumbent must possess excellent interpersonal communication skills, public speaking skills and the ability to establish and execute strategies and tactics for marketing, social and traditional media and public relations.

**Salary Range:** Competitive salary, commensurate with experience.

**Education and experience:** A Bachelor's degree from an accredited institution in an appropriate discipline such as Public Relations, Journalism, Communications, Marketing or closely related field; and a minimum of (7) seven years of experience in the external relations/communications industry related to academic, media marketing, and/or public relations, with (2) two years of experience supervising full time employees preferred. Higher education and government relations experience preferred.

**Closing date:** Position is opened until filled. Priority consideration will be given to application materials received on or before September 17, 2019.

**Application process:** Qualified candidates must submit a letter of interest, a current resume, a writing sample or portfolio showcasing writing experience and the names, titles, phone numbers and e-mail addresses for three professional references. Finalists are subject to employment and credential verification, as well as, reference and background checks. Submit all information electronically **via e-mail** with "**Director of Communications**" in the subject line to: Ms. Vickie Hairston, HR Representative, Senior at [hepc.hr@wvhepc.edu](mailto:hepc.hr@wvhepc.edu).

#### **Equal Opportunity/Affirmative Action Employer/Veterans/Disabled**

*The West Virginia Higher Education Policy Commission and the Community and Technical College System of West Virginia are equal opportunity employers. All qualified applicants will receive consideration for employment without regard to race, color, religion, sex, sexual orientation, gender identity, national origin, age, or protected veteran status and will not be discriminated against on the basis of disability. The Commission and Council provide a collegial, respectful and inclusive environment that values the diversity, creativity and contributions of its staff.*