



The State of West Virginia is an Equal Opportunity Employer

CAREER OPPORTUNITY

DATE: JUNE 24, 2009
DEVO09018
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PUBLIC INFORMATION SPECIALIST II
CLASSIFIED POSITION VACANCIES 001

LOCATION: WV DEVELOPMENT OFFICE
COMMUNICATIONS
KANAWHA

SCHEDULE: DAY SHIFT UNLIMITED ORIGINAL FULL-TIME PERM.

FTE: 1.00

DUTIES: UNDER GENERAL SUPERVISION, PERFORMS FULL-PERFORMANCE DESIGN/MULTIMEDIA LEVEL PROFESSIONAL WORK IN MARKETING WEST VIRGINIA'S TRAVEL, BUSINESS, WORK FORCE AND NATURAL RESOURCES TO THEIR BEST ADVANTAGE IN-STATE, NATIONALLY AND INTERNATIONALLY. COLLABORATES WITH OTHER COMMERCE UNITS IN DEVELOPING INNOVATIVE MARKETING PROGRAMS. THIS IS FULL-PERFORMANCE LEVEL WORK IN THE CLASS SERIES. PERFORMS COMPLEX WORK ASSIGNMENTS UNDER GENERAL SUPERVISION. MAY PERFORM SPECIAL PROJECTS AND INDEPENDENT WORK OF CONSIDERABLE SCOPE AND IMPORTANCE.
INTERPRETS MARKETING STRATEGY, OBJECTIVES AND CLIENT GOALS INTO VISUAL DESIGN FOR THE WEB;
PARTICIPATES IN THE DEVELOPMENT AND EXECUTION OF ONLINE MARKETING STRATEGIES;
POSSESSES KEEN KNOWLEDGE OF COMPOSITION AND COLOR THEORY/APPLICATION;
MANAGES COMPUTER FONTS AND SKILLFULLY, SELECTING APPROPRIATE TYPOGRAPHY FOR ASSIGNMENTS;
A MASTERY OF FLASH ANIMATION IS REQUIRED, FILE OPTIMIZATION FOR THE WEB AND DIGITAL VIDEO EDITING SKILLS;
DEVELOPS STYLE GUIDES AND DESIGN STANDARDS FOR PROJECTS;
CONTRIBUTES HIGH-QUALITY INTERFACE DESIGN AND INFORMATION ARCHITECTURE TO INTERACTIVE EFFORTS;
RENDERS GRAPHICS, CHARTS AND PRESENTATIONS FROM WRITTEN INFORMATION; DATA OR TABLES;
SELECTS COMPOSES, RETOUCHES OR MANIPULATES PHOTOGRAPHS FOR ONLINE AND OFFLINE LAYOUTS;
ESTIMATES TIME AND EFFORT TO COMPLETE DESIGN PORTIONS OF PROJECTS, AND THEN KEEPS DESIGN EFFORTS WITHIN THAT SCOPE;
CONTRIBUTES TO BRAINSTORMS AND IDEATION SESSIONS FOR TEAM PROJECTS;

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MAY USE DIGITAL CAMERA OR VIDEO CAMERA;
ARCHIVES PROJECT FILES TO SHARED SERVER;
MENTORS OTHER MEMBERS OF THE COMMERCE TEAM BY
CROSS-TRAINING WEB SKILLS;
KNOWLEDGE OF PC COMPUTERS IS ABSOLUTELY ESSENTIAL;
MAINTENANCE, TESTING AND DEBUGGING OF WEB SITES IS
REQUIRED. HAND-CODING ABILITY OF HTML AND
JAVASCRIPT, AND EDITING OF ASPX FILES IS REQUIRED
FOR TESTING AND DE-BUGGING, IN ADDITION TO
WYSIWYG SOFTWARE EXPERTISE.
EXPERTISE IN ADOBE PHOTOSHOP, ILLUSTRATOR,
DREAMWEAVER/GOLIVE, INDESIGN, IMAGE READY,
FLASH (ADOBE) AND .NET CODING EXPERIENCE IS
REQUIRED.

AS A MEMBER OF OUR DESIGN TEAM, THE INDIVIDUAL
WILL BE CALLED UPON TO WORK ON OR CONTRIBUTE TO AN
INTEGRATED CAMPAIGN BY SUGGESTING IDEAS FOR BOTH
ONLINE AND OFFLINE ELEMENTS;
PRINT DESIGN EXPERIENCE, ILLUSTRATION AND
ANIMATION ABILITY IS DESIRABLE;
PREFERENCE GIVEN TO THOSE WHO HAVE EXPERIENCE
IN THE FOLLOWING:

CODING HTML;
COMPOSING LAYOUTS FOR MULTIMEDIA, WEB SITES AND
E-MAIL NEWSLETTERS;
OPTIMIZING WEB GRAPHICS.

ASSET MANAGEMENT AND PROJECT TRAFFIC DUTIES
INCLUDE: AS WEBMASTER FOR COMMERCE PLATFORM,
RECEIVES/LOGS REQUESTS FROM CLIENTS FOR SITE
UPDATES, PERFORMS ROUTINE MAINTENANCE, TESTS WORK
AND SEEKS CLIENT REVIEW/APPROVAL. WORKS WITH
DESIGN AND WRITING TEAMS, AS APPROPRIATE, TO
PERFORM LARGER-SCALE UPDATES. ASSISTS MARKETING
AND DESIGN TEAMS WITH PROJECT TRAFFIC. REQUESTS
PRINTING COSTS QUOTES AND CLIENT POS, AS DIRECTED.
ASSISTS MEDIA TEAM WITH DIGITAL AND ANALOG NEWS
CLIP DISTRIBUTION. HELPS MEDIA TEAM ASSEMBLE AND
DISTRIBUTE DIGITAL AND ANALOG PRESS KITS. POSTS
MEDIA TEAM NEWS RELEASES TO COMMERCE PLATFORM
AND WV.GOV, AS WELL AS TO OTHER MEDIA OUTLETS,
DIGITALLY, AS DIRECTED. PROVIDES PHONE COVERAGE
SUPPORT FOR MARKETING TEAM, FIELDING WEB SITE
MAINTENANCE REQUESTS FROM COMMERCE CLIENTS AS

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NECESSARY. PERFORMS RELATED WORK AS REQUIRED.

REQUIREMENTS: TRAINING: BACHELORS DEGREE FROM AN ACCREDITED
FOUR-YEAR COLLEGE OR UNIVERSITY WITH A MAJOR IN
COMMUNICATIONS, FINE ARTS, JOURNALISM, GRAPHIC
DESIGN, MARKETING, PUBLIC RELATIONS, ENGLISH OR
RELATED FIELD.
SUBSTITUTION: FULL-TIME OR EQUIVALENT PART-TIME
PAID EXPERIENCE IN A FIELD OF PUBLIC INFORMATION
DISSEMINATION MAY SUBSTITUTE FOR ABOVE TRAINING ON
A YEAR-FOR-YEAR BASIS.
EXPERIENCE: ONE YEAR OF FULL-TIME OR EQUIVALENT
PART-TIME PAID EXPERIENCE IN A PUBLIC INFORMATION
DISSEMINATION FIELD.

SALARY: PAY GRADE 012 \$26,160.00 - \$48,396.00

DEADLINE: JULY 08, 2009

TO APPLY: SEND DIVISION OF PERSONNEL APPLICATION TO:
DIANA SPENCE
WV DEVELOPMENT OFFICE
BUILDING 6 ROOM 645
STATE CAPITOL COMPLEX
CHARLESTON, WV 25305

PLEASE INCLUDE POSTING NUMBER DEVO09018 ON APPLICATION