



Notice of Job Vacancy #26-055

Posting Date: October 23, 2025

Position: Marketing and Communications Specialist

Location: Jefferson County Schools

Number of Positions: One (1)

Employment Term: Part-time / "as needed" approximately 20 hours per week
This posting is only for the 2025-2026 school year.

Position Overview: Jefferson County Schools seeks a skilled and creative Marketing and Communications Specialist to support district-wide communication and engagement initiatives. Working under the direction of the Director of Communications and Public Information, this position will help implement communication strategies that promote transparency, celebrate student and staff success, and strengthen connections with families, employees, and the broader community.

This role is ideal for a self-directed professional who excels in storytelling, content creation, and digital communication, and who thrives in a collaborative, education-focused environment.

Salary: \$20 - \$30/hour, commensurate with experience

Qualifications:

- Minimum: Associate's degree in Communications, Marketing, Journalism, Public Relations, or related field.
- Preferred: Bachelor's degree and/or equivalent experience in marketing or communications.
- Excellent writing, editing, and storytelling skills with attention to detail and tone appropriate for public education.
- Proficiency in social media management, content scheduling, and analytics tools.
- Experience with design and media tools (e.g., Canva, Adobe Creative Suite, or similar).
- Familiarity with website content management systems and email marketing platforms.
- Strong organizational and time management skills with the ability to work independently and meet deadlines.
- Commitment to the values of public education, community partnership, and positive representation of Jefferson County Schools.
- All EPIC employees must remain free of any alcohol and non-prescribed drugs while in the workplace.
- Applicants who have been dismissed or who have had their contracts non-renewed for cause by any school system, who have recent unsatisfactory evaluations by any school system, who demonstrate unsatisfactory interview performance and/or, who receive unfavorable reference recommendations will not be eligible for consideration for employment with EPIC.

Reports To: Director of Communications and Public Information; EPIC Administrator

Responsibilities:

- Develop and execute communication and marketing content aligned with district goals, initiatives, and events.
- Write, edit, and design materials for digital platforms, newsletters, press releases, and social media.
- Assist with the district's social media presence, ensuring content reflects the district's mission, values, and brand.
- Capture and curate photo, video, and graphic content that highlights student success, staff excellence, and community partnerships.
- Maintain and update website content to ensure timely, accurate information for families and staff.
- Monitor community and media engagement, prepare reports, and recommend strategies to increase reach and impact.
- Collaborate with schools and departments to share stories that align with district communication priorities.
- Ensure all communications are clear, consistent, and compliant with district branding and accessibility standards.

Conditions of Employment: Recommended by the EPIC Administrator; Confirmed by the EPIC Regional Council

Anticipated Start Date: Immediately following the onboarding process

Application Process: You may submit your application one of the following ways:

Online application can be made online via Teach-In West Virginia Application System.

[Use this link to go to the online application system.](#)

Hard copy EPIC application can be downloaded from the EPIC website.

[Use this link to access the EPIC hard copy application.](#)

Once the hard copy application is complete:

Email to Terri Hickerson at terri.hickerson@wvesc.org

Fax to 304-267-3599 Attention: Human Resources

Mail to 109 South College Street, Martinsburg, WV 25401 Attention: Human Resources

This posting will remain open until the position is filled or no longer needed.

The Eastern Panhandle Instructional Cooperative is an Equal Opportunity Employer.