

Human Resources Section
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Communications Specialist (222)
Communications Section, Hodge Building, Oklahoma City

(Applications will be accepted for this unclassified vacancy until position has been filled)

GENERAL DESCRIPTION

Under general supervision, serves as the primary social media coordinator, internal communications representative, a staff writer and public affairs/media contact for the State Department of Education (SDE).

MINIMUM QUALIFICATIONS

- A bachelor's degree in a related field of study. Preference for education in journalism, marketing, communications or public relations. *[official transcript(s) required]*
- Approximately three to five years of professional experience in social media, journalism, public relations or related discipline preferred (including professional writing, advertising, marketing, TV/radio, newspaper and magazine editing, or web-based publications).

KNOWLEDGE/SKILLS/ABILITIES

- Knowledge of social media and internet strategies with a strong ability to anticipate and actively develop social media campaigns and technology-based tools designed to increase the level of communication and clear understanding of how social media and technology can be used as communication tools.
- Excellent computer skills with proficiency in word processing.
- Experience with Web 2.0 tools such as blogging, vlogging, podcasting, etc.
- Experience with social media platforms such as Facebook, Twitter, Instagram, etc.
- Some familiarity with Adobe Photoshop.
- Clear, correct and effective communication skills using the English language. Requires the ability to understand, direct and respond to instruction.
- Expertise in professional level oral and written skills, developing copy for websites, social media tools, press releases, speeches, magazine articles, guest columns, brochures, A/V scripts and other communications materials.
- Strong organizational and time management skills with advanced skills in problem-solving; detail-oriented and able to deliver quality work on tight deadlines.
- Ability to work with minimal supervision and multitask in a dynamic and constantly changing environment.

EXAMPLES OF WORK PERFORMED

- Manage and monitor the social media activities for the SDE.
- Assist SDE personnel with communication efforts to promote their programs, trainings and disseminate other information to local school district personnel, the public and the media in a timely fashion.
- Develop and maintain updated communications, marketing information and collateral materials about the SDE including brochures, annual reports, newsletters, email newsletters, etc.
- Research, interview, write, edit and distribute content for electronic, social media, new media and print communications.
- Assist in the development of editorial calendars and tracking of social media and news media.
- Provide SDE management with strategies, counsel and training for working effectively with other SDE staff to help them in their communication efforts with local school district personnel, the public and the media.
- From time-to-time assist and/or serve as media liaison to various news outlets.
- Manage e-mail programs (including the setup and scheduling of email newsletters). Integrate content and graphic elements created for print campaigns to email newsletter for fluid and consistent message and branding.
- Develop and maintain content on the SDE social media sites and website, including SDE blog and other relevant web-based communications. Assist in preparation of video and/or audio comments for distribution in podcasts, online streaming video and other formats.
- Assist with preparation of news releases and help with setup of press conferences including notification of media outlets.
- Organize, track and maintain repository of graphics, images, press releases, archival documents, collateral communications, clippings of SDE publicity and other communications assets for SDE.
- Apply the latest concepts, techniques and standards in developing content for social media platforms, web-based communications and work collaboratively with other staff members to coordinate and ensure smooth production of electronic communications.

COMPENSATION

Annual Salary - \$30,000

Retirement Contribution - 7% of annual salary

Insurance (health, life, dental, disability) - \$7,691

Additional benefits include 11 paid holidays, 15 days sick leave and 15 days annual leave per year; longevity pay; dependent health, life & dental coverage available for purchase; \$25 tax-deferred compensation match available.

Code: 7152

Posted: March 14, 2013

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