**STATE’S MINIMUM QUALIFICATIONS:**

**Education/experience requirements:**
- The equivalent of a bachelor’s degree in public relations, journalism, communication or a related field.
- Two years of experience in public relations, journalism, communications or a related field.
- One year in a supervisory or leadership capacity.

**Knowledge of:**
- Supervisory practices and procedures.
- Public relations principles and practices.
- The principles and practices of journalism.
- Publication requirements and procedures.
- Managerial and supervisory practices and techniques.

**Ability to:**
- Plan, develop, and conduct organization educational and promotional programs.
- Oversee organizational publication activities.
- Coordinate conferences, special events, and media coverage activities.

**Preferred Qualifications:**

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<table>
<thead>
<tr>
<th>TITLE LOCATION</th>
<th>ANNUAL SALARY POSITION #</th>
<th>APPLICATION MUST BE RECEIVED BY</th>
</tr>
</thead>
<tbody>
<tr>
<td>Public Information Coordinator (Social Media Manager) Arkansas Department of Agriculture Administration Pulaski County/Little Rock</td>
<td>Entry Level Salary: $40,340 Grade GS07 Positions #22135146 Req ID #9404</td>
<td>Open Until Filled</td>
</tr>
</tbody>
</table>

**Hiring Authority:**
Arkansas Department of Agriculture
#1 Natural Resources Drive
Little Rock, AR  72205
Phone: 501/219-6323
E-mail: amy.lyman@agriculture.arkansas.gov

Standard State of Arkansas employment application required.

Apply on line: http://arcareers.arkansas.gov

**ENTRY LEVEL SALARY:**
Grade GS07

**positions #22135146**
**Req ID #9404**

**OPEN UNTIL FILLED**
• Knowledge of social media and outreach practices and techniques.
• Strong project and time management skills with the ability to meet deadlines.
• Knowledge of video production and photography.
• Ability to deliver creative content.
• Excellent copywriting and communication skills.
• Knowledge of SEO, keyword research and Google Analytics.
• Knowledge of online marking channels.
• Analytical and multitasking skills.

Job Duties:
• Develop and manage social network plans to include publishing calendars, social media objectives, messaging, and creation of visuals to align with marketing team strategies.
• Monitor topics, threads, and discussions of company, stakeholders.
• Measure and report activity and brand presence.
• Propose and develop social media campaigns.
• Create original text content.
• Create video and photographic content.