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:
- 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.