



ARKANSAS DEPARTMENT OF AGRICULTURE



Sarah Huckabee Sanders
Governor

1 Natural Resources Drive, Little Rock, AR 72205
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Wes Ward
Secretary of Agriculture

**AN EQUAL OPPORTUNITY EMPLOYER
JOB OPPORTUNITY
January 17, 2025**

TITLE LOCATION	ANNUAL SALARY POSITION #	APPLICATION MUST BE RECEIVED BY:
<p>Agri Director of Marketing</p> <p>Arkansas Department of Agriculture Administration Pulaski County/Little Rock</p> <p>Hiring Authority: Arkansas Department of Agriculture #1 Natural Resources Drive Little Rock, AR 72205 Phone: 870/866-3534 E-mail: alex.johnston@agriculture.arkansas.gov</p> <p>Standard State of Arkansas employment application required.</p> <p>Apply on line: http://arcareers.arkansas.gov</p>	<p>Entry Level Salary: \$69,776 "Salary commensurate with experience"</p> <p>Grade GS12</p> <p>Positions #22165166 Req ID #46474</p>	<p>Open Until Filled</p>

STATE'S MINIMUM QUALIFICATIONS:

Education/experience requirements:

- The formal education equivalent of a bachelor's degree in marketing, business, communications, or a related field.
- Five years of experience in marketing.

Knowledge of:

- Marketing management and strategic planning practices.
- Computer applications.

Ability to:

- Develop and administer a marketing program.

Preferred Qualifications:

- The Marketing and Communications Director at the Arkansas Department of Agriculture will lead the development and implementation of the department's marketing and communications division. The Director will be responsible for promoting the department's mission and programs, while increasing public awareness of agriculture's importance to the state of Arkansas. Candidate should have excellent written and verbal communication skills, with the ability to craft compelling narratives and manage media relations. Position will oversee the department's digital presence, ensuring consistent and engaging content across all social media platforms (Facebook,

Twitter, Instagram, LinkedIn, etc.). The Marketing and Communications Director will play a vital role in promoting and advancing Arkansas' agricultural industry. Preferred candidate will have a strong knowledge and passion for agriculture. This position requires strong leadership, strategic thinking, and a passion for promoting the state's largest industry, agriculture.