



ARKANSAS DEPARTMENT OF AGRICULTURE



Sarah Huckabee Sanders
Governor

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Wes Ward
Secretary of Agriculture

AN EQUAL OPPORTUNITY EMPLOYER JOB OPPORTUNITY

April 5, 2024

TITLE LOCATION	ANNUAL SALARY POSITION #	APPLICATION MUST BE RECEIVED BY:
<p>Public Information Coordinator (Social Media Digital Marketing Manager)</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: 501/219-6323 E-mail: amy.lyman@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: \$40,340</p> <p>Grade GS07</p> <p>Positions #22135146 Req ID #38712</p>	<p>Open Until Filled</p>

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 marketing 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.