Effective August 28, 2019, the Missouri Department of Higher Education and DED’s Division of Workforce Development are transforming to become the nation’s leader in preparing the workforce for the future. This combination will redefine Missouri’s approach to postsecondary opportunities and increase the range of options available to citizens after they graduate from high school. Join our team during this historic time to develop the workforce of the future!

**Communications Specialist – Digital Content**

**LOCATION:** Jefferson City, Missouri  
**TRAVEL:** Occasional overnight travel required  
**SALARY:** $35,116.08 - $36,340.08 annually

**ESSENTIAL FUNCTIONS AND RESPONSIBILITIES:**

To perform this job successfully, an individual must be able to perform each essential function of the job with or without reasonable accommodation.

- Shoot and edit photos and videos to support the department’s communication strategy.
- Catalog and organize photo and video content and use images to support the mission and vision of the department.
- Create infographics and other graphical elements for websites and social media.
- Monitor web statistics and prepare analyses.
- Collaborate with communications team to create content for department websites and social media.
- Perform other related work as assigned.

**COMPETENCIES:**

- Strong written and oral communications skills required.
- Attention to detail.
- Strong creative skills.
- Ability to manage and prioritize multiple projects and meet deadlines.
- Proficiency in Microsoft Office products including Microsoft Outlook, Word, and PowerPoint.
- Photography and video experience required.
- Experience with Tableau preferred.
- Ability to demonstrate regular and reliable attendance.

**QUALIFICATIONS:**

- A Bachelor’s degree from an accredited college or university with a minimum of 15 credit hours in one or a combination of the following: Journalism, Communications, English, Public Relations, Advertising, Marketing, Graphic Design, Graphic Arts, Commercial Art, Photography, Video Production, or a closely related field; and
- One or more years of professional experience in public relations, advertising, marketing, or journalism.

(24 earned graduate credit hours from an accredited college or university in the specified areas may substitute for the general experience.)

(Additional qualifying experience may substitute on a year-for-year basis for deficiencies in the required education.)