



Department of Economic Development

An Equal Opportunity Employer

CAREER OPPORTUNITY

HUMAN RESOURCES

301 W High Street, Suite 620

Jefferson City, MO 65102

Interested candidates should:

Email a cover letter, resume, transcripts
and three work samples to:

Laura.Hoskins@ded.mo.gov

Screening to begin immediately

Closing Date: Open Until Filled

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 – Social Media

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.

- Create highly engaging content for the department's social media accounts.
- Monitor social media accounts, respond to comments, track analytics, and provide analyses.
- Write clear, attractive messages with a distinct voice that represents the department.
- Collaborate with communications teams on public awareness communication campaigns.
- Assist in creating content calendars for social media accounts.
- Perform other related work as assigned.

KNOWLEDGE AND ABILITIES REQUIRED:

COMPETENCIES:

- Strong written and oral communications skills required.
- Ability to take complex information and communicate it in a way that is clearly understood for multiple audiences.
- 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.
- Proficiency in Adobe Creative Suites highly preferred, including Photoshop, Illustrator, InDesign, Contribute, Acrobat Pro, Druple, and WordPress.
- Photography and video experience helpful.
- 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.)