Arkansas Department of Career Education

Assistant Communication Director Job Vacancy Announcement

Recruitment Period: Friday, January 17, 2014, through Friday, January 24, 2014

ACE Program Coordinator: Position Number: 22080358 Class Code: E061C

2014 Grade C123 Salary Range: $43,217 to $69,734

The Arkansas Department of Career Education (ACE) is recruiting for an ACE Program Coordinator position. The ACE Program Coordinator will function as the Assistant Communications Director. This position is assigned to the Communications Department, 525 West Capitol Avenue, Little Rock, Arkansas..

Please read the attached Assistant Communications Director's functional job description that is attached to this job vacancy announcement for position information and qualification requirements.

Employment Application Processing Procedure

Apply online through the Arkansas State Jobs website at www.arstatejobs.com. Resumes may be uploaded with the employment application. The hearing impaired may telephone the ADA Relay System at 1-800-285-1121.

Applications will be subject to inspection under the Arkansas Freedom of Information Act. **Applications and resumes must be posted on the Arkansas State jobs website by 11:59 p.m., Friday, January 24, 2014.**

The Arkansas Department of Career Education is an Equal Opportunity Employer. We do not discriminate on the basis of race, religion, color, sex, age, national origin, disability, or political affiliation. Qualified applicants with disabilities may request reasonable accommodation needed to participate in our application process.

Arkansas Department of Career Education

Functional Job Description: Assistant Communications Director

Classification Title: ACE Program Coordinator Class Code: E061C Grade: C123

Position Summary

The ACE Program Coordinator will function as the Assistant Communications Director. This position will provide strategic planning and direction of communication strategies with external and internal audiences; coordinate/maintain/provide direction on marketing campaigns; identify web-based marketing and social media opportunities and develop strategies; edit and proofread content created by other writers; work with director and senior staff to research and develop speeches and supporting materials for speaking engagements and writings and on occasion speak to groups about the agency.

Monitor how the agency is portrayed in news articles, websites, and other public venues; assist in the daily operation of the communications office and serve as the second in command. Frequent in-state travel, including some overnight, will be required. Some after-hours duty will be required.

Education and Professional Work Experience

The formal education equivalent of a bachelor's degree in education, business administration, a field directly related to the assigned program area, or a related field; plus six years of experience in the field of education or a related field, including one year in a supervisory or leadership capacity.

Preferred Assistant Communications Director Education and Experience: The formal equivalent of a bachelor's degree in public relations, marketing, journalism, or a related field; plus six years of experience in marketing and communications or a related field.

Broad knowledge of and experience in providing creative direction relating to marketing or public information initiatives and in evaluating the effectiveness of such initiatives. Strong working knowledge of web development, social media and online marketing, branding, and market research techniques and practices.

Experience in researching, writing, and editing for publications and web content. Ability to manage special projects. Excellent English written and verbal communications skills, including strong proofreading and copy editing skills. Strong interpersonal skills and an ability to work with a variety of individuals.

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Functional Job Description: Assistant Communications Director

Classification Title: ACE Program Coordinator Class Code: E061C Grade: C123

The Assistant Communications Director must demonstrate initiative as a self-starter, be analytically astute, exercise good judgment, and highly motivated to competently achieve performance expectations with minimal supervision.

A high level of integrity is essential to be successful as an Assistant Communications Director. The candidate must be able to effectively communicate orally and in writing. Public presentation experience is needed. Management and organizational skills are required with attention to detail.

Job Duties and Responsibilities

Assist in developing and implementing marketing and communication plans.

Analyze information to develop marketing and communications strategies and products for internal and external audiences.

Plan and oversee design and production of all marketing products.

Develop and execute strategies for online marketing and social media efforts

Develop and execute strategies for website enhancements and revisions, including navigation and design. Produce content for website.

Write, edit, and proof print and web copy, ensuring accuracy, grammatical correctness, and consistency with agency mission.

Monitor effectiveness of various marketing strategies to maximize overall marketing. Recommend changes to ensure maximum effectiveness.

Research and develop speeches, speaking points, and supporting materials.

Provide support and assistance to agency staff with marketing their special events and projects and works collaboratively with staff to ensure that their projects align with the agency mission and goals and the overall marketing goals.

Coordinate media placement strategy.

Represent the agency as assigned.

Assist in daily operations of communications office.

Serve as director in the absence of the communications director.