

JOB ANNOUNCEMENT

The Oklahoma Department of Commerce is the primary economic development entity in the state. Our mission is to create and deliver high-impact solutions that lead to prosperous lives and communities for all Oklahomans.

Qualified applicants must submit a resume, cover letter and a list of reference sources to Human Resources. Send via email to recruiter@okcommerce.gov

Review of applications will begin immediately. **The deadline is Friday, February 22, 2019.**

POSITION: Social Media Manager (Marketing Manager)
DIVISION: Marketing & Communications
SUPERVISOR: Kristin Goodale
OFFICE LOCATION: Oklahoma City
SALARY: \$46,000 - \$56,000
JOB NUMBER: J-690

JOB DESCRIPTION & FUNCTIONS

The Social Media Manager is a full-time position and will provide support to the Marketing & Communications Director for the development and implementation of social media strategies to keep the public informed of Oklahoma Department of Commerce's (ODOC) accomplishments and how it is assisting communities and companies across the state as well as lead development strategies for business recruitment through social platforms.

ODOC leads economic development efforts in the state. Our mission is to increase the quantity and quality of jobs available in Oklahoma. We do this by supporting communities, supporting the growth of existing businesses and entrepreneurs, and attracting new businesses and industries.

Several divisions work under the ODOC umbrella to fulfill the agency's mission. This includes Marketing & Communications, Business Development, Community Development, Regional Development Specialist Team, Oklahoma Main Street Center, Research and Economic Analysis, and the Oklahoma Aerospace Commerce Economic Services (ACES) Division.

ODOC's Marketing & Communications Division, which this position reports to, is a creative service provider to all agency divisions and works to ensure that consistent, integrated messages are being communicated to all target audiences.

RESPONSIBILITIES:

- Leads the entire agency's social media strategy.
- Daily social media management for ODOC's social media channels, including: Facebook, Twitter, LinkedIn and Instagram pages.
 - Plan, author, and post content, respond to comments, engage with agency audiences including the public, partners, community leaders, businesses and governments.
 - Manage a mix of organic and paid content including campaign strategy, placement and budget development.
- Plan and manage day-to-day tasks, including working with ODOC staff to develop content ideas, marketing strategies, etc.

- Work with various ODOC divisions to plan social media content for relevant happenings, often to coincide with events and trade shows the agency is participating in.
- Tailor messaging to various audiences, including legislators, local media, Oklahoma community leaders, general public, etc.
- Attend groundbreaking, ribbon cuttings and other economic development related events across the state, covering them live on social media as appropriate.
- Take photos and videos at events to be shared on social media.
- Coordinate with community partners and businesses for story development and social media.
- Travel to various communities throughout the state for story development and content gathering.
- Develop lead development strategies through social media for the various events and trade shows that Commerce attends out of state.
- Work with marketing staff to develop graphics and procure or edit images.
- Work with outside vendors on campaigns and content.
- May assist occasionally with marketing support for various trade shows and events throughout the year, and travel as needed.
- Other duties as assigned.

KNOWLEDGE AND SKILLS:

The successful candidate must be able to plan and manage daily tasks. The candidate must also be a self-starter, staying active and proactively educated on the various ODOC departments. Excellent attention to detail and accuracy are required. Must work well in a team environment.

Must be able to read, interpret and present on social media results – educating others on why certain campaigns worked/did not work based on the data. Capable of deciphering paid social media campaign data in real-time, optimizing when needed for optimal outcome. Must have an understanding of the marketing funnel, and how to reach/target those in all areas.

Must have basic photography and video recording skills for social media; must be comfortable behind the camera and positioning yourself to get a good shot. Experience in Adobe Photoshop, Illustrator and InDesign a plus.

EDUCATION AND EXPERIENCE:

Successful completion of a bachelor’s degree in communications, marketing, journalism, business or related field, or equivalent professional experience.

Must have 2 years professional experience in social media management, either with an advertising/marketing firm or for a company/organization.

Must have experience with paid social media ads and content and building custom audiences.