

JOB ANNOUNCEMENT

The Oklahoma Department of Commerce is the primary economic development entity in the state. Our mission is to help create an environment where economic growth can occur. Our job is to bring jobs, investment, and economic prosperity to the state of Oklahoma. Through dynamic partnerships and innovative collaborations with companies, universities, not-for-profit organizations, and government leaders, we are building a business environment that supports business growth and shared community prosperity.

The Oklahoma Department of Commerce is seeking a full-time Marketing Manager (Content) position. This is a full-time position in state government. Oklahoma Department of Commerce offers a comprehensive [benefits packet](#), including a generous benefit allowance to offset the cost of insurance premiums for employees and their eligible dependents. For more information about the benefit options and allowances, [\[click here\]](#). The annual salary for this position is up to \$65,000, based on education and experience.

Qualified applicants must submit a resume, cover letter, and a list of reference sources.

Review of applications will begin immediately. **The deadline to apply is December 15, 2023.**

[Apply Online](#)

POSITION:	Marketing Manager (Content Manager)
DIVISION:	Marketing & Communications
SUPERVISOR:	Stefanie Appleton
JOB LOCATION:	Oklahoma City
SALARY:	\$50,000 - \$65,000
JOB NUMBER:	J-810

Position Summary:

The Marketing & Communications Team at the Oklahoma Department of Commerce provides comprehensive, high-impact marketing solutions for internal clients and external partner organizations. We strive to get more out of the agency's marketing dollars by using the right approach – the first time. We provide a full-service marketing and communications menu, whether in-house or by combining our expertise with other partners, to achieve exceptional results for the Agency and our clients.

Our range of services includes:

- branding
- marketing consulting
- graphic design
- content generation and management
- social media
- video production
- media relations
- web development

- tradeshow planning and support

The Content Manager will create strong messaging promoting Commerce's programs and efforts and will collaborate with both internal and external teams and clients to tell Oklahoma's story to a variety of audiences.

Responsibilities:

- Write news releases regarding business announcements, programs, and other Commerce-related efforts
- Write social media content for and manage publishing of content for Commerce's accounts across various platforms
- Develop content for Commerce websites and marketing materials (including print and digital collateral, email newsletters, email campaigns, marketing campaigns, etc.)
- Provide support to the Director and Deputy Director of Marketing & Communications on overall public relations efforts, including working with partner entities to obtain quotes for releases, overseeing the review process, etc.
- Provide professional communication with internal/external teams, state leadership, clients, and vendors
- Proofread materials, news releases, web content, etc. prior to publishing
- Ensure materials, news releases, and articles follow Agency editorial styles
- Manage multiple, simultaneous projects working under the direction of cross-functional team members that may include internal and external resources
- Directly collaborate with agency departments as needed to ensure communication goals are met
- Other duties as assigned

Knowledge & Skills:

The ideal candidates will be proactive, ambitious, self-starters with a positive attitude, and have the ability to multi-task in a deadline-driven environment. Candidates must be adaptable to same-day turnarounds and rapidly changing priorities.

Qualified candidates must have exceptional communication, organizational, and writing skills. Requires the ability to think creatively and bring innovative solutions to marketing challenges. Familiarity with marketing tactics, lead generation, creative development, and internet technology is preferred.

Successful candidates must be able to work both independently and in a group setting.

Knowledge of AP Style is required.

Education & Experience:

Requires a bachelor's degree in marketing, communications, journalism, business, or related field with a minimum of 3 years of related experience in content management, copywriting, and/or public relations.

An equivalent combination of education and experience may be considered.

Experience with Adobe Creative Suite is a plus.

Special Requirement:

Some travel is required. Successful candidate will be allowed to telework 2 days a week.

AA/EEO