

Communications Coordinator/Analyst for Idaho Secretary of State

Open for Recruitment: May 1, 2018 until filled

Salary Range: from \$17.50 per hour DOE, Plus Competitive Benefits!

(Pay Grade J) Location: Boise – Idaho Capital

PURPOSE

To monitor, maintain, evaluate and report on the SOS's communication, public education, social media, and public relations environments; serve as media point of contact to coordinate access to spokesperson(s); perform related work as requested.

PRINCIPAL ACCOUNTABILITIES

- Communications and Public Relations Initial Point of Contact
- Contact of Record in SOS Elections Communication Plan and SOS Emergency Management Plan
- Social Media Coordinator & content developer

Typical responsibilities:

- Implements agency's established information and public relations goals, priorities, and operational plans; drafts proposed information and public relations plans; proposes new and reviews current programs, policies and procedures; recommends communication budget for management;
- Monitors and evaluates department public relations, social media, and marketing efforts for communication value, reach, and/or cost-effectiveness;
- Monitors and Assesses public reaction to agency decisions via press and social media; consults with and informs management on media, publication, social media, and public relations matters;
- Coordinates agency information flow to the public;
- Information preparation and dissemination.

Additional responsibilities:

- Coordinates with SOS IT Department Graphic Designers and other staff to develop collateral, campaigns, and communication material for various divisions within the agency.
- Researches background data and interviews sources to draft news releases and other publications for review prior to issuance;
- Maintains a media contacts; audits and adds to lists on a regular schedule.
- Coordinates publicity during times of high volume communication to the public such as elections, release of new systems, or emergencies
- Create and grow public engagement on social media sites

- Assists in the production of and coordinates the use of educational programs; Assists in the production of and consistency of publications such as handbooks, brochures, or newsletters
- Arranges for department personnel to make media appearances;
- Drafts speeches, columns, and responses as requested.

MINIMUM QUALIFICATIONS

- Good knowledge of: organization, structure, and ethics of electronic, print, and news media
- Some knowledge of: audiovisual and digital production, to include video production, still photography, slide show/Powerpoint, and computer-generated graphics related to public information objectives
- Experience planning, developing, and implementing communication, public information, campaign, or social media projects
- Developing and making oral presentations to groups; interpreting and translating technical or specialized material into information usable by the public
- Producing or editing informational material using electronic word processing
- Gathering and preparing general interest news or writing a variety of news releases that were published or broadcast in mass media for the general public
- Drafting and/or producing informational material for mass distribution and specialized audiences

SPECIALTY AREAS

- Position may require skill in using specialized desktop publishing software packages and high familiarity with social media platforms and security policies.

Additional Details

The Idaho Secretary of State's office is a drug free workplace, and all positions are non-classified and at will positions. Position is subject to the applicant's completion of successful background check

This position is funded by a federal grant and will be for an initial two-year maximum term of service. Extension of that term will be subject to the appropriation of additional funds.

To Apply:

Please send an email with the subject line: {YOUR FULL NAME} – COMM COORDINATOR APPLICATION. Attached to the email, as separate pdfs, please include 1) your resume, 2) Professional References, 3) a cover letter detailing why you would be an exceptional candidate (cover letter will be evaluated as a part of your application package for editing ability) and 4) three samples labeled sample 1, sample 2, sample 3 of stories, articles, videos (URL if hosted online) or other material that YOU have produced to:

Chad Houck, Deputy Secretary of State
chouck@sos.idaho.gov

Questions can be directed to the above address with the subject line: "Questions – Comm Coordinator"