



# ARKANSAS DEPARTMENT OF AGRICULTURE



Sarah Huckabee Sanders  
Governor

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Wes Ward  
Secretary of Agriculture

## AN EQUAL OPPORTUNITY EMPLOYER

### JOB OPPORTUNITY

**December 6, 2024**

TITLE LOCATION	ANNUAL SALARY POSITION #	APPLICATION MUST BE RECEIVED BY:
<p><b>Agri Program Manager (Marketing)</b></p> <p><b>Arkansas Department of Agriculture Administration Pulaski County/Little Rock</b></p> <p><b>Hiring Authority:</b> Arkansas Department of Agriculture #1 Natural Resources Drive Little Rock, AR 72205 Phone: 501/355-6667 E-mail: <a href="mailto:shealyn.sowers@agriculture.arkansas.gov">shealyn.sowers@agriculture.arkansas.gov</a></p> <p>Standard State of Arkansas employment application required.</p> <p>Apply on line: <a href="http://arcareers.arkansas.gov">http://arcareers.arkansas.gov</a></p>	<p>Entry Level Salary: \$45,010</p> <p>Grade GS08</p> <p>Positions #22087870 Req ID #45213</p>	<p><b>Open Until Filled</b></p>

### STATE'S MINIMUM QUALIFICATIONS:

#### Education/experience requirements:

- The equivalent of a bachelor's degree in agriculture, business administration, or a related field.
- Three years of experience in program organization and administration.
- Two years in a supervisory or leadership capacity.

#### Knowledge of:

- Supervisory practices and techniques.
- State and federal laws, regulations, and guidelines applicable to specialized program area.
- The principles and practices of organizational management.
- Grants administration.

#### Ability to:

- Supervise a subordinate professional, para-professional, and administrative support staff.
- Analyze programs and recommend implementation methods or modifications.
- Interpret and apply federal and state guidelines and regulations.
- Provide guidance and technical assistance to management, staff, and the general public.
- Plan, prepare, and present oral and written reports.

#### Preferred Qualifications:

- Bachelor's degree in journalism, agricultural communications, marketing, or experience in agricultural communications.
- Knowledge of social media and outreach practices and techniques.
- Strong project-and time-management skills with the ability to meet deadlines.
- Knowledge of video production and photography.
- Excellent copywriting and communication skills.
- Familiarity with website analytics tools (e.g., Google Analytics).
- Basic knowledge of HTML, CSS, and website design principles.

**Job Duties:**

- Maintain and update the department's website, ensuring accuracy, accessibility, and compliance with state and federal standards.
- Collaborate with internal divisions to gather and post relevant content on the website, including new updates, event announcements, and program information.
- Track and analyze website performance using analytics tools to improve engagement.
- Create and edit multimedia content, including images and videos, for the website and other digital platforms.
- Develop and disseminate press releases, media advisories, and other public communications.
- Plan, coordinate, and revise material for publication in newsletters, magazines, and on websites.
- Responsible for checking facts, spelling, grammar, and punctuation of all communications.