



ARKANSAS DEPARTMENT OF AGRICULTURE



Sarah Huckabee Sanders
Governor

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Wes Ward
Secretary of Agriculture

**AN EQUAL OPPORTUNITY EMPLOYER
JOB OPPORTUNITY
February 19, 2025**

TITLE LOCATION	ANNUAL SALARY POSITION #	APPLICATION MUST BE RECEIVED BY:
<p>Public Information Coordinator (Social Media Digital Marketing Manager)</p> <p>Arkansas Department of Agriculture Administration Pulaski County/Little Rock</p> <p>Hiring Authority: Arkansas Department of Agriculture #1 Natural Resources Drive Little Rock, AR 72205 Phone: 501/219-6362 E-mail: alex.johnston@agriculture.arkansas.gov</p> <p>Standard State of Arkansas employment application required.</p> <p>Apply on line: http://arcareers.arkansas.gov</p>	<p>Entry Level Salary: \$40,340</p> <p>Grade GS07</p> <p>Positions #22135146 Req ID #47350</p>	<p>Open Until Filled</p>

STATE'S MINIMUM QUALIFICATIONS:

Education/experience requirements:

- The equivalent of a bachelor's degree in public relations, journalism, communication, or a related field.
- Two years of experience in public relations, journalism, communications, or a related field.
- One year in a supervisory or leadership capacity.

Knowledge of:

- Supervisory practices and procedures.
- Public relations principles and practices.
- The principles and practices of journalism.
- Publication requirements and procedures.
- Managerial and supervisory practices and techniques.

Ability to:

- Plan, develop, and conduct organization educational and promotional programs.
- Oversee organizational publication activities.
- Coordinate conferences, special events, and media coverage activities.

Preferred Qualifications:

- 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.
- Ability to deliver creative content.
- Excellent copywriting and communication skills.
- Knowledge of SEO, keyword research and Google Analytics.
- Knowledge of online marketing channels.
- Analytical and multitasking skills.

Job Duties:

- Develop and manage social network plans to include publishing calendars, social media objectives, messaging, and creation of visuals to align with marketing team strategies.
- Monitor topics, threads, and discussions of company, stakeholders.
- Measure and report activity and brand presence.
- Propose and develop social media campaigns.
- Create original text content.
- Create video and photographic content.

The Public Information Coordinator for the Arkansas Department of Agriculture is responsible for managing and enhancing the department's public image through various communication channels. This includes overseeing social media platforms, crafting and distributing press releases, and coordinating media outreach efforts to inform the public about agricultural programs, policies, and initiatives. The coordinator works on developing and maintaining consistent branding, ensuring messaging aligns with the department's goals. Additionally, they collaborate with stakeholders to organize public outreach campaigns, events, and community engagement activities to promote agricultural awareness and support.