“Public Information Manager”

Company:
Longacres Ranch
Location:
Richmond, Texas
Date Posted:
Aug 16, 2014

**Summary** The Public Information Manager is responsible for receiving and disseminating information, drafting reports, researching legislative issues, and editing, writing, publicizing, and promoting the agency. This position is governed by state and federal laws and agency/institution policy.

**Typical Functions** Supervises a small professional and administrative supports staff by interviewing and recommending for hire, prioritizing work assignments, establishing deadlines, providing general instructions, reviewing work performed, and evaluating the performance of incumbents. Writes, designs, and publishes presentations which will include text, graphics, and charts that are provided to the Governor's Office, Legislature, Civic groups, professional groups and others. Edits materials produced by the section or other department staff by reviewing weekly news/feature releases and department publications and newsletters, evaluating contents and impact, and ensuring that material are publishable. Writes and edits copy for the agency's newsletters, press releases, web pages, brochures, and scripts. Solicits and coordinates media coverage of departmental programs or emergency events to ensure accurate and complete information. Trains co-workers on use of publication and other software. Performs other duties as assigned.

**Special Job Dimensions**

**Knowledge, Abilities, and Skills** Knowledge of the principles and practices of journalism. Knowledge of publication design techniques. Knowledge of computer applications for publication, distribution, and presentation. Knowledge of supervisory practices and techniques. Ability to write news releases, articles, and other materials. Ability to prepare and present oral and written information and reports. Ability to plan, organize, and direct the work of subordinates.

**Minimum Education and/or Experience** The formal education equivalent of a bachelor's degree in journalism, public relations, public administration or a related field; plus experience in public relations, Additional requirements determined by the agency for recruiting purposes require review and approval by the Office of Personnel Management. OTHER JOB RELATED EDUCATION AND/OR EXPERIENCE MAY BE SUBSTITUTED FOR ALL OR PART OF THESE BASIC REQUIREMENTS, EXCEPT FOR CERTIFICATION OR LICENSURE REQUIREMENTS, UPON APPROVAL OF THE QUALIFICATIONS REVIEW COMMITTEE.

**Preferred Qualifications**

**Certificates, Licenses, Registrations**

**Agency Specific Information** The Tourism Division of the Arkansas Department of Parks & Tourism is seeking an experienced and creative Communications Manager. The ideal candidate will possess strong writing, editing, and communications skills; have experience dealing with travel journalists, photographers, editors, and publishers; display a clear familiarity with Internet
marketing, to include coordination of improvements to our website; an understanding of website file structures; a basic understanding of data bases as applied to the Internet; a working knowledge of HTML coding, understand the importance of establishing close ties with media contacts; demonstrate an ability to direct ad agency work on media events; be able to effectively represent the Department at various functions; and exhibit an outgoing personality eager to work with others. This position supervises a staff of seven, including travel writers, photographers and clerical support. Other duties include planning and assigning work, evaluating job performances, monitoring section's budget, and preparing and delivering speeches and presentations. Must have advanced experience in social networking practices. Some travel can be expected, mostly in-state.

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