

Public Engagement Specialist

Work week: Monday – Friday, 8:00 a.m. – 5:00 p.m.

Immediate Supervisor: Chief of Communications

Salary commensurate with experience. The state of Oklahoma offers many benefits, such as paid holidays, longevity program, and a generous benefits allowance to offset the cost of health insurance provided through the state.

Typical Functions and Responsibilities:

The functions within this position may vary, but will include the following:

- Work to promote ODAFF's brand through various social media outlets and marketing efforts. This includes but is not limited to:
 - Ability to develop and implement a functional and organized social media strategy on Facebook, Instagram, LinkedIn, and Twitter
 - This includes taking photographs and videos and editing them to be used in graphics and in campaigns.
 - Coordinate with other state agencies to maximize outreach on joint issues
- Assists with planning and execution of special events for the purpose of public outreach and promotion of ODAFF's priorities. These events include but are not limited to:
 - Ag Youth Council
 - Skillathon Contest at the Oklahoma Youth Expo
 - Ag Hall of Fame / Ag Day at the Capitol (Ag Hall of Fame Event)
 - Ag on Lincoln
 - AgHERculture Conference

Requirements:

- B.S. in Communications, Marketing, Agriculture, Social Media, Event Planning, Youth Development or Public Relations
- Is knowledgeable and proficient with the following programs and equipment:
 - Adobe Creative Suite
 - InDesign
 - Illustrator
 - Photoshop
 - Premiere Pro
 - Canva
 - iMovie
 - Manually operating a DSLR camera
 - For both photography and videography projects
 - Making edits through a Wordpress hosted website
- Understands AP Style and is proficient in writing press release drafts
- Excellent consulting, writing, editing (photo/video/text), presentation and communication skills
- Self-starting and eagerness to bring new ideas to the table
- Adequate knowledge of social media, using a manual camera, graphic design, customer service, videography, interviewing skills
- Multi-tasking and time-management skills, with the ability to prioritize tasks.
- Ability to work in a fast-paced, high-pressure environment