

Texas Historical Commission Job Vacancy Notice

Position Title: THGC Communications Coordinator
Classification Title: Information Specialist III
Job Posting Number: 19-22
Salary: \$3,521.00 - \$4,500.00/month
Salary Group/Class#: B19/1832
FLSA: Exempt
Opening Date: 12/28/2018
Closing Date: Until filled
Duration: Regular, Full-time
Hours/Week: 40
Work Location Address: Texas Holocaust and Genocide Commission (THGC)
1711 San Jacinto, Austin, TX. 78701

JOB OBJECTIVE: Perform complex (senior-level) work on web content, social media outreach, and mass communication initiatives. Under the supervision of the Texas Holocaust and Genocide Executive Director, this position supports the Texas Holocaust and Genocide Commission (THGC) website, THGC social media platforms, and THGC digital/print media initiatives. Work involves developing, maintaining and improving the THGC website, promoting the THGC's programs and projects through social media networks, mass electronic mail distribution, digital and print media. Work under general supervision, with considerable latitude for the use of initiative and independent judgment.

ESSENTIAL DUTIES:

1. Coordinate web projects, including content creation and editing; photo editing and management; review and approval of wireframes, site maps, designs and technical specifications; usability testing and enhancements; and ongoing maintenance and support.
2. Create and execute a web content strategy for the THGC website.
3. Work closely with commission staff and commissioners staff to ensure web needs are met.
4. Serve as project lead and primary liaison to outside web development vendors and work closely with them on redesign and redevelopment projects, as well as, ongoing maintenance of websites.
5. Train staff in use of the content management system (CMS).
6. Write, review and edit content and photos for websites.
7. Write and design email newsletters for the commission while maintaining and growing the newsletter contact lists.
8. Analyze web traffic using Google Analytics and prepare reports.
9. Maintain web domains and manage email accounts for the commission.
10. Assist with web requests and projects for the THGC website and with some non-web editing projects.
11. Follow current trends and best practices for user experience and web content.
12. Oversee and manage the social media presence and related digital assets of the THGC.
13. Engage in social media actively and consistently, including posting and monitoring, and constantly explore emerging social media trends.
14. Work with commission staff and commissioners to identify ways to effectively and appropriately promote programs and projects through the commission's social media channels.
15. Develop content, including photography, videography, and graphic design products for the website, social media channels, digital media and print publications.

16. Effectively produce content across different social media channels such as Facebook, YouTube, Instagram, Twitter, and the commission blog.
17. Define key performance indicators and implement measurement, analytics, and reporting methods to gauge success of the website, social media channels, and mass mail marketing distribution.
18. Coordinate positive media and public relations efforts for commission initiatives.
19. Assist commission staff with general information inquiries about commission activities from the public and media.
20. Prepare and edit organizational publications, including news releases, articles, social media posts, scripts, brochures, speeches and talking points.
21. Develop strategies to position the commission as the premiere source for Holocaust and Genocide education and programming information in Texas.
22. Promote the commission's strategic goals including promotion of education, awareness programming, grants, student contests, and exhibits.
23. Maintain and enforce organization-wide standards, policies, and rules of engagement for social media.
24. Adhere to established work schedule with regular attendance.
25. Follow all THC safety guidelines/procedures and ethics requirements.

NON-ESSENTIAL DUTIES:

26. Perform other duties as assigned.

QUALIFICATIONS/REQUIREMENTS (The application must specifically state how each of the following qualifications are met):

- Graduation from an accredited college or university with a bachelor's degree in Journalism, Communications, Marketing/Advertising, Graphic Design, Radio-Television-Film or a related field (two years of relevant work experience related to the essential duties may substitute for one year of college);
- Minimum three year's work experience working with websites, coordinating web projects, and content management systems, including writing and editing digital media and print publications;
- Work experience in communications-related position;
- Work experience in developing and overseeing social media strategy for an organization;
- Valid driver's license, acceptable driving record and ability to drive a state vehicle; and
- Required to travel up to 20% of the work period.

PREFER:

- Experience with Content Management Systems and installing and configuring modules;
- Familiarity of social media tools such as Facebook, Twitter, YouTube and Flickr;
- Experience with Adobe Creative Cloud Suite and other graphic design software;
- Experience with MailChimp and mass electronic mail distribution;
- Experience with knowledge of HTML and CSS;
- Experience with videography and photography.

KNOWLEDGE, SKILLS AND ABILITIES:

- Excellent writing and editing skills;
- Knowledge of web content management systems and writing for the web;
- Knowledge in public relations and all aspects of digital media;
- Knowledge of photography, videography and Adobe Creative Cloud software;
- Effective verbal and written communication, and organizational skills;
- Effective critical thinking skills;
- Skill in project management and basic photo editing (cropping, resizing);
- Skill in providing customer service excellence to both internal and external customers;
- Skill in operating a personal computer with word processing, database and spreadsheet software;
- Ability to analyze problems, evaluate alternatives and recommend effective solutions;
- Ability to process information in a logical manner and to assess validity;

- Ability to work in a setting requiring self-motivation/cooperative decision-making and to work effectively with diverse groups of people;
- Ability to work effectively under pressure and meet strict deadlines while maintaining extreme attention to detail;
- Ability to multi-task in a fast-paced environment;
- Ability to adapt successfully and quickly to change and deliver quality results in a timely manner;
- Ability to plan, organize and work independently, as well as within a team environment;
- Ability to exercise sound judgment and discretion; and
- Ability to maintain the highest level of confidentiality.

REGISTRATION, CERTIFICATION, OR LICENSURE:

Must have or obtain a valid Driver's License and Defensive Driving Course to be able to operate state vehicles.

ENVIRONMENT/PHYSICAL CONDITIONS: Normal office work environment and may have exposure to dust and environmental allergens consistent with normal business activities and human contact. Mostly sedentary in nature but may involve walking; standing; pulling and pushing; kneeling, stooping and bending; performing tasks requiring fine motor skills and coordination; and safely lifting and carrying items weighing up to 30 pounds. Must be able work extended periods at a computer, and may require working extended hours and some evenings, weekends and overnight, as needed. Involves safely operating a state vehicle and driving for long distances and traveling by airplane.

REMARKS (Application procedures, Special requirements): State of Texas application must be submitted through the Work In Texas website at www.workintexas.com. You must have a Work In Texas profile in order to login and complete the application. If you have questions regarding the application process, please contact your local Work in Texas office. Only applicants interviewed will be notified of their selection or non-selection. Resumes will NOT be accepted in place of a completed application.

The Texas Historical Commission is an equal opportunity employer and does not discriminate on the basis of race, color, religion, sex, national origin, genetic information, age or disability in recruitment, selection, appointment, training, promotion, retention or any other personnel action or deny any benefits or participation in programs or activities which it sponsors.

Section 651.005 of the Government Code requires males, ages 18 through 25, to provide proof of their Selective Service registration or of their exemption from the requirement as a condition of state employment.

As part of the employment process, THC will conduct a driving and criminal background check. Unsatisfactory information relevant to the position may disqualify the applicant from employment.

Disability access for testing and interview accommodations can be provided upon reasonable notice by contacting Human Resources at 512-305-6729.

THC participates in E-Verify and will provide the Social Security Administration and, if necessary, the Department of Homeland Security with information from each new employee's Form I-9 to confirm work authorization.

Additional Military Crosswalk information can be accessed at:

http://www.hr.sao.texas.gov/Compensation/MilitaryCrosswalk/MOSC_InformationandCommunication.pdf

Veterans: Go to www.texasskillstowork.com for assistance with translating your military work experience and training courses into civilian job terms, qualifications/requirements and skill sets.

For New Hires/Rehires: Health insurance is available the 1st of the following month after a 60-day waiting period.

**AN EQUAL OPPORTUNITY
AFFIRMATIVE ACTION EMPLOYER**