



Arkansas Game and Fish Commission Employment Job Posting

AGFC MARKETING MANAGER - Marketing Manager

POSITION NO: 22164588

POSTING INFORMATION:

Advertisement Opens: Dec. 4, 2021

Advertisement Closes: March 4, 2022

Full Time: Yes

Salary: \$65,324.00 - \$65,324.00 Annually

POSTING REQUIREMENTS:

Minimum Education and/or Experience:

The formal education equivalent of a bachelor's degree in marketing, public relations, journalism, communications or a related field; plus four years of experience in marketing, public relations, journalism, communications or a related field, including one year in a supervisory or leadership capacity. 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 HUMAN RESOURCES CHIEF.

Preferred Education and/or Experience:

Knowledge, Abilities, and Skills:

Knowledge of supervisory practices and procedures. Knowledge of marketing principles and practices. Knowledge of the principles and practices of media evaluation and placement. Knowledge of publication requirements and procedures. Knowledge of managerial and supervisory practices and techniques. Ability to plan, develop, and conduct organization educational and promotional programs. Ability to oversee marketing activities. Ability to coordinate multi-channel communication efforts for agency initiative across multi-channel efforts.

Preferred Knowledge, Abilities, and Skills:

The successful candidate must have the ability to develop and implement marketing strategies; the ability to communicate effectively, both orally and in writing, with all levels of employees, the general public, and the media; the ability to formulate and implement sales and marketing policies and procedures. The individual must have the ability to interpret and analyze accounting and financial reports and records for sales and marketing purposes; the ability to define problems, collect data, establish facts, and create solutions. The candidate must possess the ability to set priorities and effectively manage multiple projects and make sound judgments regarding sensitive and highly visible matters as well as the ability to perform a variety of highly complex tasks using experience and judgment to plan and accomplish goals at a high level. The successful candidate must have the ability to apply general rules to specific problems to produce answers; the ability to develop and maintain strong relationships with statewide and local media, as well as consumers. This individual must possess the knowledge of principles and processes for providing customer and personal services. They must have knowledge of business and management principles involved in strategic planning, resource allocation, leadership technique, and coordination of people and resources. The candidate must understand the principles and methods for promoting, and selling products or services. The individual's main responsibility is to help promote the AGFC image and to grow the agency's stakeholder base.

POSTING DETAILS:

Position Location:

City: Little Rock

Office: Little Rock Central Office

Division: Communications

Job Summary:

The Marketing Manager is responsible for overseeing marketing activities and developing and implementing marketing strategies related to the operation of an organization in state government. This position is governed by state and federal laws and agency policy.

Typical Functions:

Work with communications staff and advertising agency of record to develop multi-channel marketing promotions across paid, earned and owned channels, Coordinate agency marketing needs by providing work assignments, establishing deadlines, providing instructions, reviewing work performed, and evaluating employee and outside vendor performance reviews. Plans, develops, and directs the distribution of educational and promotional campaigns including articles, print, radio, television, social media, print collateral, digital radio, text, email, and other distribution channels. Develops plans to promote engagement opportunities with agency education programs. Supports and promotes agency owned media channels and education facilities. Works with news media and conservation partners to coordinate coverage of activities and events. Supports promotional efforts for license sales and R3 (Recruitment, Retention and Reactivation) goals. Performs other duties as assigned.

Specific Duties and Responsibilities:

Work with communications staff and advertising agency of record to develop multi-channel marketing promotions across paid, earned and owned channels, Coordinate agency marketing needs by providing work assignments, establishing deadlines, providing instructions, reviewing work performed, and evaluating employee and outside vendor performance reviews. Plans, develops, and directs the distribution of educational and promotional campaigns including articles, print, radio, television, social media, print collateral, digital radio, text, email, and other distribution channels. Develops plans to promote engagement opportunities with agency education programs. Supports and promotes agency owned media channels and education facilities. Works with news media and conservation partners to coordinate coverage of activities and events. Supports promotional efforts for license sales and R3 (Recruitment, Retention and Reactivation) goals. Performs other duties as assigned.

Certificates, Licenses, or Registrations:

Must possess a valid driver's license.

Special Job Dimensions:

Regular in-state travel and occasional work other than normal office hours are required.

Other Specific Information:

All applicants are subject to a criminal background check.

As an equal opportunity employer, the Commission will make any reasonable accommodations necessary to ensure equal employment opportunities.