

<b>Closing Date</b>	10/02/2023
<b>Salary</b>	\$21.101/hr
<b>Job Type</b>	Full-Time/Grant
<b>Position</b>	Marketing and Communications Specialist (PIO) (#03188117)
<b>Location</b>	Lincoln, NE
<b>Division</b>	Military Department (The Adjutant General)

### **Position Description:**

- Stable employment and hours with regular salary increases
- Thirteen paid holidays per year
- Competitive benefits, paid time off, and retirement, agency free parking and flexible work schedules
  - o 79% employer-paid health insurance with four plans and coverage levels to choose from
  - o Dental, vision, long and short-term disability, flex spending and health savings accounts, employee assistance program, employee discount program, and more!
  - o Generous vacation and sick leave earnings each year (starting at 12 days each!), plus a variety of other leave types
  - o 156% state-matched retirement for state plans
  - o \$20,000 term life insurance at no cost to you, with additional supplemental life insurance options
  - o Wide variety of professional development opportunities
  - o Dependent Tuition Reimbursement Program with six Nebraska community colleges!
  - o Veteran's Preference & Military Spouse Transition Program
  - o Public Service Loan Forgiveness Program through the federal government possibilities

Location: Nebraska Emergency Management Agency, 2433 NW 24th Street, Lincoln NE

### **Examples of Work:**

Plans and coordinates public and internal information functions and/or activities within the agency to meet project deadlines, facilitate co-action with other program activities, keep the agency staff informed, and ensure that agency public information priorities and goals are achieved.

Researches and determines the scope, nature, and target audience of agency public information functions and activities, to facilitate the development and implementation of an appropriate approach for disseminating public information.

Writes, designs, composes, edits, researches, compiles, and/or selects copy and layout for informational/administrative publications, audio-visual material, media releases, displays, exhibits, and/or speeches, to organize data so that it will reach and be understood by the target audience.

Arranges publication space or broadcast time and preparation of informational material to schedule and coordinate the development and dissemination of agency and program information to the public.

Presents and/or schedules presentations of public information to news media representatives, governmental/program officials, or interested citizen groups to release information, educate people, and elicit

feedback on the agency mission and programs and to stimulate participation and support for agency goals and activities.

May design layout and paste-up work to provide camera-ready art for the agency, which includes various publications such as brochures, forms, letterheads, envelopes, newsletters, business cards, and booklets; coordinate with the photo-lab and stripping sections the various materials needed for finished art such as veloxes, halftones, transparencies, reverse negs, and flop negs.

Assigns and reviews the public-information-related work of technical production and office support staff members to arrange for story subjects, facilitate completion of project assignments, and ensure accuracy and completeness of writing, typing, photography, printing, and/or typesetting.

Develops and recommends policies and procedures to agency management to increase the impact and effectiveness of agency public information functions and activities; consults with agency representatives regarding designs and special art needs to create finished art from their general ideas.

Advises agency management on public relations to discuss potential and actual reaction to and impact of agency information releases and suggest alternative approaches for disseminating information.

Reviews legislation, rules, and policy and program statements to determine the impact on agency public information functions and assess comprehension by target audiences.

Confers with news media representatives to discuss agency public information needs, develop, and maintain contacts, and facilitate the dissemination of agency and program information through the mass media.

Coordinates promotional materials for newspapers, radio, television, outdoor advertising, and business and industry to develop appropriate preparation and dissemination procedures and ensure that they are followed.

### **Qualifications/Requirements:**

**Minimum Qualifications Required:** Bachelor's Degree in journalism, communications, marketing, public relations, advertising, graphic arts, digital media, videography, or related field and at least one year of experience in coordinating, planning, and managing public relations/publicity campaigns, mass media communication activities and/or public information programs. Required experience may substitute for the education on a year for year basis.

**Other/Special Note:** Background check is required. Prior to any job offer being made, all certifications, diplomas and references will be verified, and any falsehoods will disqualify the applicant. Applicant may be required to pass a criminal background check. Incumbent must also achieve and maintain an appropriate level security clearance; failure to do so may result in termination of employment.

### **Knowledge, Skills, and Abilities required:**

Knowledge of the principles and practices of journalism; the principles and practices of public relations; the techniques of layout design; the principles and practices of electronic and social media communication; the principles and practices of visual reproduction such as photography, graphics, or printing; graphic design software; the techniques of online layout; website design and maintenance the English language including

spelling, punctuation, sentence structure, word usage and grammar; the techniques, formats, and styles of public information dissemination; agency operations, rules, policies, and objectives; agency program legislation and goals; statewide and local media sources and operations including appropriate contact persons, possible costs, and publication/broadcast deadlines; reference sources including agency reference material and external information sources; the inter-relationships of agency public information functions/activities and state/local program activities; various art processes; magazine layout and camera-ready art; art tools and equipment.

Ability to communicate effectively in individual or group settings with news media representatives, governmental or program officials, agency staff, and the public, at levels understandable to each audience; apply the principles and practices of public relations/journalism to operation of a public information function; skillfully operate audio and/or visual equipment; operate electronic hardware and software appropriate for online information development and delivery, including audio and visual formats; write/edit copy to fit assigned space in a layout; compare finished product with established standards and/or original to identify errors; evaluate the public information potential of written, illustrative, and related material for a specific project assignment; develop the information dissemination approach most likely to reach the target audience; assess the impact and effectiveness of specific public information materials or activities in meeting the interests of the public or media and the needs of the agency; develop and apply agency policies and procedures for the public information function; assign and review the work of others; plan and organize the operations of a public information function; coordinate the various aspects of design from layout to design to paste-up.

### **Instructions for Applying**

Important points to remember when applying:

- The employment application is required and is the primary source of information used to determine if you meet the minimum requirements of the job.
- Please make sure your application is complete. Incomplete applications are rejected.
- You will have the opportunity to attach a resume, however it should not be used to replace any information asked for on the official application.
- **Please be complete.** You will not be allowed to change your application after you have applied for a position, and you cannot re-apply for the same position unless it is posted again.
- When you have successfully applied for a job, you will receive an instant e-mail confirmation notice.

We encourage you to use the Search feature to find jobs that are available in a particular location or a job that matches your work experience.

Applicants who need accommodation in the selection process should request this in advance. Requests can be made by contacting the Nebraska State Personnel Office, 1526 K Street, Suite 100, Lincoln, NE. (402)471-2075.

These positions are subject to application of Veterans' Preference.

**To Apply: Applications must be made through [www.statejobs.nebraska.gov](http://www.statejobs.nebraska.gov).**