



Wes Moore | Governor
Aruna Miller | Lt. Governor
Kevin A. Anderson | Secretary of Commerce
Signe Pringle | Deputy Secretary of Commerce

**MANAGER, MARKETING AND COMMUNICATIONS
ADMINISTRATIVE OFFICER III (CONTRACTUAL)**

SALARY: \$25.64–\$41.10/ hour

**MARYLAND DEPARTMENT OF COMMERCE
DIVISION OF MARKETING, TOURISM AND THE ARTS
MARYLAND STATE ARTS COUNCIL**

The Maryland Department of Commerce is seeking qualified applicants for the contractual position of Marketing and Communications Manager within the Division of Marketing, Tourism and the Arts, Maryland State Arts Council (MSAC). The Manager of Marketing & Communications is an exciting opportunity to coordinate communications for a dynamic agency that aims to ensure access to the arts for every Marylander. The position is responsible for managing all aspects of the MSAC's branding, communications, marketing, and public relations activities, including planning, developing, implementing, and evaluating strategic initiatives. The primary function of this position is to direct daily operations of marketing and communication activities. Specific responsibilities entail: developing a strategic communications plan for MSAC; determining and/or enforcing key messaging and branding standards; designing and maintaining content for the agency's website, social media, print publications and digital materials; defining editorial approaches and conducting outreach to key print and broadcast media; developing and managing the scope of work and schedule for website development and maintenance, graphic design; print and digital marketing and communications; and examining, measuring, and reporting on effectiveness of emails, website, and social media communications. This position collaborates MSAC program staff and leadership and is the primary liaison with media, content and website contractors. The Marketing and Communications Manager will also monitor and collect arts and cultural industry sector news and information and manage media and promotions for events.

The selected candidate will possess excellent interpersonal skills supporting work with high level public and private sector officials and effective working relationships; demonstrate excellent organization and written and oral communication skills; have the ability to work independently; be able to manage multiple, concurrent, and high priority projects; and possess proficiency with Google products, social media platforms, email scheduling tools, and/or other relevant software. The candidate will also have knowledge of web usability and accessibility best practices, website navigation design and flow, content classification and content management methods and systems.

Minimum Qualifications:

Education: Graduation from an accredited high school or possession of a high school equivalency certificate.

AND

Experience: Three years of administrative or professional work experience in marketing, communications and/or public relations

Notes:

1. Candidates may substitute 30 college credit hours from an accredited college or university for each year up to two years of the required experience. 2. Candidates may substitute the possession of a Bachelor's degree from a college or university for the required experience. 3. Candidates may substitute U.S. Armed Forces military service experience as a commissioned officer involving staff work that included the regular use of independent judgment and analysis in applying and interpreting complex administrative plans, policies, rules or regulations or analysis of operational programs or procedures with recommendations for improvement on a year-for-year basis for the required experience.

An equivalent combination of education and experience may be accepted.

Preferred Qualifications: 1) Bachelor's degree in Journalism, Public Relations, Marketing, Communications, Business or a related field from an accredited four-year college or university 2) Experience working in the following, or their equivalent: Google Products (Gmail, Drive, Docs, Sheets, Slides, Forms, etc.), HTML, Adobe Creative Cloud (Acrobat, Photoshop, InDesign, etc.), Social Media Platforms and Tools (for an organization or business), Asset Management System (Google Drive, etc.), Google Analytics, Google Adwords, and Drupal. **Please describe in detail job duties relating to the qualifications stated and include any computer software/applications used in each of the positions you held.**

*****This recruitment contains Supplemental Questions. It is important to complete the Supplemental Questions as part of the application process. ****

Location of Position: 401 E. Pratt Street, Baltimore, MD 21202

Benefits:

Contractual employees who work for an agency covered under the State Employee and Retiree Health and Welfare Benefits Program, have a current employment contract and work 30 or more hours a week (or on average 130 hours per month) may be eligible for subsidized health benefits coverage for themselves and their dependents. As a contractual employee, you will be responsible for paying 25% of the premiums for your medical and prescription coverage, including any eligible dependents you have enrolled. The State of Maryland will subsidize the remaining 75% of the cost for these benefits. You can also elect to enroll in dental coverage, accidental death and dismemberment insurance, and life insurance, but will be responsible to pay the full premium for these benefits.

Leave may be granted to a contractual employee who has worked 120 days in a 12 month period. This leave accrues at a rate of one hour for every 30 hours worked, not to exceed 40 hours per calendar year.

Examination Process:

The assessment may consist of a rating of your education, training, and experience related to the requirements of the position. It is important that you provide complete and accurate information on your application. Please report all experience and education that is related to this position.

Please note that your answers on the Supplemental Questionnaire must correspond to the information provided on your resume to receive credit.

How to Apply:

Interested and qualified candidates should submit their resume AND completed supplemental questionnaire (next page) to Anna Halikias at anna.halikias@maryland.gov by the closing date listed below to receive consideration. Please **MAKE SURE TO INCLUDE:** Full-time or part-time and dates of employment (month/year) for each position; describe in detail any job duties relating to the qualifications stated and include any computer software used (ex. Excel, Access, etc.) in each of the positions you held.

Those unable to submit via email, please mail your resume and completed supplemental questionnaire to:

MARYLAND DEPARTMENT OF COMMERCE – OFFICE OF HUMAN RESOURCES
ATTN: Manager, Marketing and Communications, MSAC
World Trade Center – 401 East Pratt Street – 10th Floor, Baltimore, Maryland 21202
NO LATER THAN: Friday, July 28, 2023

If you have any questions about this recruitment, please contact the Department of Commerce at 410.767.6300.

You may also visit our website at: <http://commerce.maryland.gov/commerce>

We thank our Veterans for their service to our Country and encourage them to

An E-Verify and Equal Opportunity Employer

TTY#: 1-800-735-2258

Supplemental Questions Continued on Next Page

<p style="text-align: center;">SUPPLEMENTAL QUESTIONNAIRE MSAC, MARKETING AND COMMUNICATIONS MANAGER 7.2023</p>

*****Please note that your answers on the Supplemental Questionnaire must correspond to the information provided on your resume to receive credit. *****

1. Do you possess four (3) years of direct experience in marketing, communications, and/or public relations?

- ☐ **YES**
- ☐ **NO**

If YES - please provide job location, employment dates, hours worked per week and specific job duties relating to this experience. If you do not possess this experience, enter N/A.

2. Please select from the options below in which you are proficient:

- ☐ **Gmail**
- ☐ **Google Docs**
- ☐ **Google Sheets**
- ☐ **Google Slides**
- ☐ **Google Forms**
- ☐ **HTML**
- ☐ **Adobe Creative Cloud (Acrobat, Photoshop, InDesign)**
- ☐ **Social Media Platforms and Tools (for an organization or business): Facebook, YouTube, Twitter, Instagram, Linktree/Linkin.bio, Hootsuite/Sprout Social, Meta Business Suite**
- ☐ **Asset Management Systems (Google Drive, etc.)**
- ☐ **Google Analytics, Google Adwords**
- ☐ **Drupal**
- ☐ **Similar – please detail below**
- ☐ **None of the above (please enter N/A – below)**

For each item selected above, please describe your program/application experience. Include name of the employer, employment dates, and specific job functions. If you do not possess this experience, enter N/A.