



Appointment Type: Permanent
Working Time: Full Time
Reference Code: 19433i
Opening Date: 10/29/2009
Closing Date: 12/31/9999



Communications and Outreach Director

\$85,000 - \$95,000 Annually (DOQ) - Exempt Management Opportunity

Agency Information

At the Washington State Department of Personnel, we believe people make the difference in delivering excellent services to citizens.

With just over 200 employees, the Department of Personnel offers central human resource services and leadership to state government organizations. We help state organizations improve their working environments, train their people, develop future leaders, and increase their performance. We are all about building the very best state workforce.

Our standards of service and employee culture are guided by our five core values: INNOVATIVE, RESPECTFUL, ENGAGED, CREDIBLE AND BALANCED.

This position is located within the Director's Office, which provides leadership and guidance in pursuit of the department's mission. The Director's Office is home to the agency's communications team, financial services office, Combined Fund Drive program, and the human resource office.

Duties

The Communications and Outreach Director serves as an advisor to the Director, Deputy Director, and Senior Management Team on public affairs/public relations/media issues and is responsible for developing and delivering strategic external and internal communications that promote DOP's overall mission, values, and priorities.

In this position, you will oversee a small team of professionals to deliver a range of communications products and services, including executive communications, media relations, strategic communications planning, outreach and external relations, internal communications, online and new media management, graphic design, agency branding, and print production services.

You will be responsible for leading the agency's social media and Web 2.0 efforts. These include developing a social media strategy, identifying social media tools/practices that best support the agency business needs, researching ideas for new ways to reach out to the different elements of social media, and creating an agency-wide social media plan that works in conjunction with the agency communications plan.

As a member of the executive team, you will have a role in shaping agency and statewide HR policy and you will lead the development of department policies related to media, communications, the internet and intranet, and public information.

Requisition Title: Communications and Outreach Director

As the agency's primary media spokesperson, you will respond to media inquiries and/or prepare agency employees for media engagements. Working closely with the agency's Legislative Liaison, you will help communicate the department's legislative agenda. You will serve as the department's liaison to the Governor's Communications Office and other agency communications offices.

Qualifications

The ideal candidate will preferably hold a Bachelor's degree in Communications or a related field: or a Masters of Public Administration, or Business Administration a Masters with an emphasis on Communications from an accredited college or university whose accreditation is recognized by the U.S. Department of Education or the Council for Higher Education Accreditation (CHEA).

A minimum of five (5) years in the field of communications and/or marketing.

Demonstrated management competencies in the following areas:

- * Business Alignment
- * Coaching & Mentoring
- * Leadership
- * Fiscal Accountability
- * Organizational & Political Savvy
- * Planning & Organizing
- * Staff Management
- * Strategic Vision
- * Budget development

General knowledge of human resource management, Washington state personnel system and Department of Personnel programs and services

In addition to the items listed above the best candidates will meet or exceed the following criteria:

- * Demonstrated knowledge and expertise in communications, public relations and/or marketing practices for government and/or private industry.
- * Proven superior oral and written communications skills, with the ability to quickly produce clear, effective written materials for diverse audiences.
- * Experience at looking at all aspects of a situation and determine the appropriate message.
- * Professional work experience that has allowed for independence, to act decisively and, at the same time, an ability to receive, integrate and translate others' ideas and suggestions.
- * Demonstrated knowledge of how Washington state government functions, and the ability to build relationships in a political environment.
- * Experience leading and/or managing teams of designers, writers and subject-matter experts toward delivering effective communication products and services, both in print and on the web, from concept to publication.
- * Experience with the ability to switch gears rapidly and to stay composed and focused under pressure.
- * Demonstrated aptitude to meet multiple deadlines and balance numerous projects while maintaining a perspective on long-term goals.
- * Experience using Microsoft Office products and Adobe software.

Requisition Title: Communications and Outreach Director

Special Notes

We take care of our employees and genuinely believe in a work life balance. Ours is a culture where inclusiveness and growth are encouraged and achievement is recognized.

PLEASE NOTE: This position is open until filled however a review of candidates will begin the week of November 16.

It will be to the applicant's advantage to submit materials no later than November 16, 2009 to be considered. The hiring authority reserves the right and may exercise the option to make a hiring decision at any time.

This is a full-time exempt position located in Olympia, Washington. Limited travel may be required to provide services, be present at client meetings, trainings and/or conferences.

In addition to salary, the State of Washington offers an excellent benefits package, which includes: vacation, holiday and sick leave; health, dental and prescription care plans; and other available benefits including life insurance, deferred compensation, a flexible spending account, and a retirement plan.

Other Information

Log into careers.wa.gov and enter *19433* to search for the job posting. Click on the button labeled "Apply" at the top of the job posting. If you are interested in being considered for this position, please ensure that your complete profile has been entered by November 16, 2009. Candidates who wish to be considered please attach a cover letter and resume within the appropriate sections of the applicant profile. While not required, applicants are encouraged to complete the remainder of the applicant profile.

For questions about this recruitment or for a copy of the position description please send e-mail to: hroffice@dop.wa.gov.

Persons with a disability, who need assistance in the application or testing process, or those needing this announcement in an alternative format, may call (360) 664-1960 or toll-free (877) 664-6260 or Telecommunications Device for the Deaf (360) 664-6211.

Please Note: A screening process will be used for each position to narrow the list of candidates receiving final consideration.

The State of Washington is an equal opportunity employer. The Department of Personnel actively supports diversity in the workplace. We encourage you to complete the optional 'Diversity Questionnaire' tab in your application. Although it is not required, this information will assist in ensuring equal employment opportunity and will be kept confidential to the extent permitted by law.

Requisition Title: Communications and Outreach Director