



**THIS POSITION IS EXEMPT FROM CIVIL SERVICE**

**NOTE**

The Office of the Governor is a non-represented Agency.

**WEBSITE**

<http://www.governor.wa.gov>

**EMPLOYEE BENEFITS**

Washington State offers a competitive benefit package that includes vacation and sick leave; health, life, and disability insurance; retirement; social security; and leave for military service.

The Office of the Governor is an equal opportunity employer. We strive to create a working environment that includes and respects cultural, racial, and ethnic, sexual orientation and gender identity diversity. Women, racial and ethnic minorities, persons of disability, persons over 40 years of age, and disabled and Vietnam era veterans are encouraged to apply. Persons needing accommodation in the application process, or this job announcement in an alternative format, may call 360-725-0158 or the Telecommunications Device for the Deaf 360-664-3649.

# STATE OF WASHINGTON OFFICE OF THE GOVERNOR

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## DIGITAL MEDIA MANAGER

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<b>SALARY</b>	<b>\$58,000-\$66,000 (commensurate with experience) + benefits</b>
<b>LOCATION</b>	This position is based full time out of Olympia, WA. Options for occasional telework can be negotiated.
<b>OPENS</b>	July 15, 2019
<b>CLOSES</b>	Open until filled.

### OVERVIEW

The Digital Media Manager is a mid-level position responsible for managing the office’s digital and social media activities. The Manager creates content for our online platforms and excels in creating compelling high-quality videos, infographics and photos that generate interest and engagement online.

The work flow in the governor’s communications office is fast-paced and high-volume. The ideal candidate is quick, creative, extremely attentive to detail, and knows how to analyze what’s working and what’s not. The Manager must be able to regularly capture, edit and publish content from start to finish in the same day. The ability to plan ahead is just as important as the ability to be nimble in the moment and feel comfortable with unexpected changes in schedules or strategy. The Manager should possess an insatiable desire to learn about emerging online trends and how our office can use various platforms to inform and serve the people of Washington.

As a member of the governor’s highly-collaborative five-person communications team, the Manager must be ready to pitch in on nearly every aspect of the team’s work. In addition to managing our online content, the Manager will support other communications activities such as planning for press events, preparing talking points, and helping respond to media inquiries. The Manager may also supervise others who are assisting with digital-related projects or tasks. This position travels frequently with the governor and must be comfortable interfacing with reporters, members of the public, and other elected officials or dignitaries. All members of the communications team, including the Manager, must be available to work some evenings and weekends and have flexibility to respond to unexpected emergency situations.

Examples of specific duties include:

- Managing the social media accounts for the governor, first lady and communications office. This includes understanding legal and ethical constraints surrounding official use of social media, and developing policies and procedures for ensuring accounts and digital content are appropriately monitored and archived.
- Recording, editing and publishing video and audio content using Final Cut Pro.
- Designing infographics, backdrops or posters and press briefing materials using Adobe Photoshop.
- Monitoring, measuring and analyzing the impact and effectiveness of online communications, and compiling weekly metric reports for the communications team.
- Providing leadership, guidance and troubleshooting help social media coordinators throughout state government agencies including teaching and enforcing best practices and policies for state government.

## DESIRABLE QUALIFICATIONS

The ideal candidate will have:

- At least 3 years of communications experience that includes infographic design, video creation and managing social media accounts for a business, agency or organization.
- An obsessive eye for detail, accuracy and style, whether it's spotting a typo, fact-checking content or ensuring an appropriate backdrop for a press event.
- Ability to distill complex policy ideas into crisp, compelling stories, graphics, photos or video.
- Writing skills that encompass everything from creative storytelling and speechwriting to AP style news releases.
- Ability to manage sensitive situations and remain calm in crisis situations.
- Proven ability to work well on multiple projects or tasks under deadline.
- Some supervisory or project management experience that demonstrates an ability to effectively lead a team in a way that inspires trust, confidence and a feeling of worth among team members.

Bilingual or multilingual candidates are especially encouraged to apply.

## PROCESS

Interested applicants should submit the following:

- (1) A letter of interest, describing specific qualifications for the position;
- (2) A current resume, detailing experience and education;
- (3) 2-3 work samples showcasing writing, graphic design or photo/video skills;
- (4) A list of at least three professional references with current telephone numbers; and
- (5) Personal Data sheet [www.ofm.wa.gov/jobs/datasheet.doc](http://www.ofm.wa.gov/jobs/datasheet.doc)

Please send completed application packets by mail or email to:

Employee Services  
PO Box 43113  
Olympia, WA 98504-3113 or  
[OFMHR@ofm.wa.gov](mailto:OFMHR@ofm.wa.gov) or