



POSITION ANNOUNCEMENT

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State Superintendent of Schools

Office of Human Resources · 200 West Baltimore Street · Baltimore, MD 21201 · 410-767-0019 · 410-333-3045 TTY/TDD

OFFICE OF THE STATE SUPERINTENDENT
COMMUNICATIONS & PARTNERSHIPS

December 2, 2016

POSITION TITLE: Public Affairs Officer(s) II, Education Web/Media Communications

POSITION NUMBER: 2 positions: 039411 & 085077 (JobAps #16-006194-0002)

SALARY: State Salary Grade 15
Annual Salary Range: \$41,358 - \$56,108

LOCATION: 200 West Baltimore Street
Baltimore, MD 21201

NATURE OF WORK: These are professional positions one responsible for developing and designing new MSDE publications, updating existing MSDE materials, and researching, designing and editing existing web content –AND- one responsible for conducting research, developing and providing information to the press and public, developing media advisories and releases, and coordinating responses to public information act requests.

DUTIES AND RESPONSIBILITIES: The web content position researches, writes and edits publications, talking points and presentations; collaborates with MSDE's divisions and web master to develop and improve publications and enhance web communications; edits existing web pages and blogs for the MSDE website; publishes new web pages for MSDE website; assists in developing and posting stories, photos and videos on MSDE social media sites; updates and revises existing MSDE publications as needed. The media position researches, develops, writes, and edits a variety of print publications for the communications office; serves as back-up to the Communications Director in responding to queries from the press; assists with developing strategic communications plans for policies and programs in planning and conducting information release events and projects; collaborates with MSDE offices in developing publications suited to their needs; produces and distributes of news releases and media advisories; provides photographic support for publications.

MINIMUM QUALIFICATIONS: EDUCATION: A Bachelor's Degree from an accredited four-year college or university with at least 30 semester credit hours in one or more of the following subjects: English, journalism, public relations, writing or other similar and related courses.

EXPERIENCE: Three years of professional experience in public information, public relations, journalism or other related experience in publicity or promotional work.

NOTE:

1. Applicants may substitute additional experience as described above for the required college education on a year-for-year basis.
2. Candidates may substitute U.S. Armed Forces military service experience as a commissioned officer in public affairs classification or public affairs specialty codes in the information and arts field of work on a year-for-year basis for the required experience and education.

**ESSENTIAL
REQUIREMENTS:**

Knowledge of public information concepts, communication, and marketing principles; knowledge of education and school reform initiatives; skill in developing written, oral and public communications using a variety of computer software and web content tools; skill in researching information and constructing presentations of information in a clear and concise format; ability to write quickly and effectively, and accurately in a variety of writing styles; ability to establish harmonious and productive relationships with the media and publishers; ability to organize multiple tasks and events; ability to work effectively as part of a team.

**PROCEDURE FOR
APPLICATION:**

To apply for this position online go to [MSDE Jobs on JobAps](http://MSDEJobs.onJobAps) (or complete an MSDE Application on marylandpublicschools.org). On-line applications (and resumes) are the preferred method for receiving your application/attachments. Using this method will allow applicants to access their documents for future recruitments for which they apply and verify that the appropriate documents (resume-credentials) have been attached to the recruitment that requires them. Applicants must include their resume and provide sufficient information on the application to document that they satisfy the minimum qualifications for this recruitment. Please do not put "See Resume" in the job duties section of your application; your application will not be considered.

If you utilize fax or regular mail as the option to submit required attachments, you will need to resubmit these documents each time you apply for a new position that requires the attachments. Additionally, you must include the following information on each page of the attachment you submit in order to ensure that we append the attachments to the correct recruitment: First and Last Name, Recruitment Number, and the last 4 digits of your SS# and indicate application for – **Public Affairs Officer(s) II, Education Communications #039411 and #085077 - JobAps #16-006194-0002**. Mailing Address: Maryland State Department of Education, Office of Human Resources, 200 West Baltimore Street, Baltimore, Maryland 21201. Fax: 410-333-8950 – This fax number is for Department of Education recruitment actions only.

If you have difficulty with your user account or have general questions about this online application system, please contact the MD Department of Budget and Management, Recruitment and Examination Division at 410-767-4850. For inquiries or an MSDE Application, contact 410-767-0019 or TTY/TDD 410-333-3045 or visit our website at <http://www.marylandpublicschools.org/>.

Appropriate accommodations for individuals with disabilities are available upon request

**CONDITIONS OF
EMPLOYMENT:**

Proof of eligibility to work in compliance with the Immigration Reform and Control Act and *travel throughout the state are required*. Any misrepresentation of academic or experience requirements for this position may result in non-selection or termination of employment.

CLOSING DATE:

Applications should be received by December 16, 2016 - Open Until Filled.