

## VIRGINIA DEPARTMENT OF BUSINESS ASSISTANCE – HIRING ANNOUNCEMENT

**Role Title:** PR & Marketing Specialist IV

**Position Number:** 000189

**Role Code:** 29094

**Job Title:** Marketing, Public Affairs Manager

**Salary Range:** \$40,969 to \$62,000

**Agency:** Virginia Department of Business Assistance

**Agency Website:** [www.vdba.com](http://www.vdba.com)

**Location:** Richmond, Virginia

**Recruit Type:** General Public

**Pay Band:** 05

The Virginia Department of Business Assistance (DBA) is seeking a motivated marketing specialist for our fast paced agency to promote its programs and services utilized by over 30,000 Virginia business clients each year. The successful candidate will develop and carry out a variety of marketing communications on behalf of DBA that may be web based, printed media, multimedia, or other written formats such as press releases and social media. The successful candidate will provide expert advice and counsel to the DBA Director and manage the Department's marketing strategy; respond to media & legislative inquiries; coordinate public awareness of agency sponsored events around the Commonwealth; and maintain favorable public image of the Department via frequent travel to state regions served by DBA at least once per week.

The successful candidate will be available to coordinate special events and programs, and provide professional response on behalf of the Department during non-traditional working hours.

### **Minimum Qualifications:**

Extensive knowledge of marketing management, from creative conceptual design to production. Knowledge of mass media markets and operations. Demonstrated experience in making presentations for business clients. Demonstrated experience working with business clients on strategic communications planning as well as handling sensitive/high profile issues. Ability to operate personal computer as well as use MS Office software, and knowledgeable in advertising tools based on print, internet, and multimedia.

Experience in private sector marketing management and a valid Virginia driver's license are also required.

**Preferred Qualifications :**

Graduation from an accredited college/university with a Bachelor's Degree in Marketing Management, and demonstrated experience in an advertising/marketing agency working directly with business clients in retail, manufacturing, small business, healthcare, international related sectors on branding and media solutions involving advertising, and public relations. Ability to work in a fast pace, non-traditional hours environment, and communicate effectively cross-functionally. Knowledge of Virginia's state government hierarchy and the state's legislative process.

**All applications must be received by 5:00 p.m. on Thursday, September 9, 2010.**

The Virginia Department of Business Assistance (DBA) will accept ONLY online applications for all DBA employment opportunities. Computers are available at public libraries, and the Virginia Employment Commission offices. The Department of Human Resource Management will provide, if requested, reasonable accommodations to applicants in need of accommodations access during the interview process. If any assistance is needed when applying online, please contact DHRM at 804-225-2131.

EOE/AA