

# ***JOB VACANCY NOTICE***

Texas Lottery Commission  
P.O. Box 16630, Austin, Texas 78761-6630  
Telephone: (512) 344-5000

## **Media Relations Director**

**Posting Number:** 020219

**Posting Date:** 02/21/2019

**Closing Date:** Open Until Filled

**Salary:** B29, \$100,000 - \$120,000/yr.

**Number of Vacancies:** 1 Full Time

**FLSA Status:** Exempt / Director IV (1623)

**Division:** Media Relations

**Work Location Address:** 611 East 6<sup>th</sup> Street, Austin, TX 78701

**Refer to:** Human Resources

**Telephone:** (512) 344-5000

### **Job Summary:**

Performs highly advanced (senior-level) managerial work providing direction and guidance in the strategic operation and planning of the Media Relations Division. Work involves the planning and implementation of short- and long-term media strategies in consultation with the Executive Director, Charitable Bingo Operations Director, and other staff as required. The Media Relations Director designs and manages social media and communication strategies and tactics, with particular attention to ongoing strategic planning in coordination with executive management. Serves as lead message developer and communication consultant for the Commissioners, Executive Director, and other agency staff, as required, on all major communication initiatives in pursuit of agency business goals. Responsible for designing and executing social media and communication strategies and tactics, including customer- and vendor-facing communications. Provides assistance to all internal communications stakeholders as directed. Responsible for developing and managing the business communications calendar for the year, integrating all communication related activities for the office of the Executive Director including internal, external, board, and media/social media. Develops message framework and communication approaches to support agency business agenda and specific, high-profile and complex initiatives. Advises executive management on communications issues, including organizational sensitivities and nuances. Coaches and helps develop communication skills of agency leaders, including the development of communication tools, templates, and training. Translates strategies into action plans to inform, align, and engage agency staff and vendor partners around key agency issues and initiatives. Ensures media messages and themes across functional areas align with agency goals and objectives. Develops new and enhances existing processes and communication vehicles i.e. publications, audio, video, survey responses, Internet, Intranet, social media, executive presentations, etc. to increase their effectiveness and impact. Writes and edits messages and materials with clarity of purpose and intent, and provides feedback to others related to optimal substance, usage and style. Clearly demonstrates ability to understand and express a broad view of the lottery and bingo industry landscape and to translate it for a variety of audiences. Work involves establishing division goals and objectives; developing schedules, priorities, and standards for measuring and achieving goals; coordinating and evaluating division activities; and developing and evaluating division budget requests. Plans, assigns, and supervises the work of division staff. Uses independent judgment and initiative to develop and implement work techniques and procedures necessary to accomplish goals. Assists in coordination of activities with other divisions, with other state agencies, and vendors. Works under minimal supervision with extensive latitude for the use of initiative and independent judgment. This position reports to the Executive Director.

### **Minimum Qualifications:**

- Graduation from an accredited four-year college or university with a Bachelor's degree in Communications, Journalism, Public Relations, or related field is required. (Relevant work experience, in excess of the required five years listed below, may be substituted for college on a year-for-year basis.)
- Five years senior level work experience in communications, journalism, public relations, or related field is required.

- Two years social media experience on behalf of an employer is required. (A demonstrated understanding of social media platforms and how to effectively and strategically use each platform is required.)
- Three years experience supervising employees is preferred.
- Two years of project management is preferred.
- Experience working with social media platforms including, but not limited to, Twitter, Facebook, Instagram, and YouTube is preferred.
- Experience and knowledge of production practices and timelines associated with content creation including, but not limited to, audio/visual productions, photography and graphic design is preferred.
- Experience working with advertised content (boosted, promoted, sponsored posts) is preferred.
- Experience working with third-party social media publishing and editing tools is preferred.
- Willingness to work irregular hours such as weekends, holidays, and nights is required.
- Willingness to travel as required.
- Applicants selected for an interview may be required to submit past work writing samples, such as press releases, relevant articles or publications, and social media content.

**Knowledge, Skills, and Abilities:**

- Extensive knowledge of state and federal laws, regulations, and requirements related to state lottery activities.
- Extensive knowledge of local, state, and federal laws and regulations relevant to program areas; and of the principles and practices of public administration and management.
- Knowledge of the operation of all types of media.
- Knowledge of social media legal guidelines and best practices.
- Strong organizational skills.
- Extensive skills in effective written and verbal communications.
- Ability to communicate effectively and accurately with the media and to effectively make presentations and participate in public speaking engagements.
- Ability to prepare, write, edit, and distribute strategic documents, press releases, publications, newsletters, and manuscripts.
- Ability to exercise good judgment and make sound decisions affecting the operation of division functions.
- Ability to establish program goals and objectives that support the strategic plan of the agency.
- Ability to direct and organize program activities.
- Ability to effectively plan, assign, supervise, and evaluate the work of others engaged in a variety of tasks.
- Ability to identify problems, evaluate alternatives, and implement effective solutions.
- Ability to clearly and effectively communicate with Commission management, other Commission employees, vendors, other government officials, and the general public.
- Ability to maintain a pleasant and professional work attitude at all times.
- Ability to establish and maintain effective working relationships with Commission management, other Commission employees, vendors, other government officials, and the general public.
- Ability to prepare clear and concise reports.
- Ability to develop, interpret, and apply Lottery Commission policies, procedures, and regulations.
- Ability to analyze data, solve work related problems, and present conclusions and/or make recommendations clearly in written and verbal format.
- Ability to work well in stressful situations under strict deadlines.

**Physical and Mental Requirements:**

- Must be able to sit or stand for extended periods of time, work under deadlines, and operate standard office equipment and computer software.

**Essential Job Functions:**

- Conducts high level planning and coordination of all media events to creatively support and promote agency advertising campaigns and/or initiatives; plans and implements agency press conferences, media events, and public service announcements; and composes, scripts, and hosts certain agency presentations and events.
- Conducts on-camera and/or radio interviews in connection with conveying agency information as directed.
- Drafts and/or edits all written press materials such as agency information articles, press releases, survey responses and letters to the editor; as well as other documents directed at a broader audience.
- Develops and oversees content management of agency website, related agency internet/intranet information, and certain internal messaging for agency staff.

- Oversees and coordinates the research, writing, editing, and production of materials for social media platforms, for release to news media, for the agency, public, and other agencies, such as:
  - Consulting with agency contacts to develop social media content, employee communications, and media materials.
  - Collaborating with the Lottery Operations Division to identify marketing and promotional opportunities, which creatively highlight lottery products on TLC social media platforms (Facebook, Instagram, Twitter, and YouTube).
  - Overseeing the generation, editing, publishing, and sharing of daily social media content across all social media platforms.
  - Analyzing and reacting to all social media platform statistics and analytics on a daily, weekly, and monthly basis to continuously grow social media presence.
  - Monitoring social media channels for trend identification.
  - Overseeing, moderating, and responding to user comments and messages.
  - Evaluating social media analytics and technologies and making recommendations for new approaches or strategies, including investing in technology solutions for in-house productions to support cost effective content development for all social media platforms.
  - Researching emerging trends and identifying tools and services available through vendors to maximize social media engagement and reach.
  - Maintaining a broad understanding of sales and marketing strategies for lottery products which appear on social media platforms.
- Works in coordination with other divisions to development and implement effective “winner awareness” programs.
- Plans, develops, implements, and directs the administration of the division and the activities of all division programs, and works closely with the executive director on the day-to-day operations of the agency.
- Develops and implements techniques for evaluating program activities; identifies the need to revise program area(s) when appropriate; provides direction, guidance, and assistance in program areas; and advises executive director on appropriate matters as needed.
- Establishes division goals and objectives consistent with agency strategic planning, and develops and/or approves schedules, priorities, and standards for achieving goals and objectives.
- Directs the preparation and presentation of management and productivity reports relating to division activities and responsibilities.
- Coordinates the development and drafting of certain agency publications such as the Agency Strategic Plan and Agency Business Plan.
- Initiates, develops, and implements policies, procedures, rules and regulations relating to division activities and responsibilities.
- Directs and supports all aspects of personnel recruitment, training, and management for the division and staff according to sound human resources practices.
- Plans, assigns, and supervises the work of division staff and performs employee performance evaluations on direct reports.
- Reviews results of special investigations, internal audits, research studies, forecasts, and modeling exercises to provide direction and guidance for the division and in support of agency communications.
- Represents the agency or division, when appropriate, at Commission meetings, business meetings, hearings, trials, legislative sessions, conferences, and seminars or on boards, panels, and committees; acts as liaison with other state agencies, vendors, and government officials regarding the administration of the division and, when appropriate, the agency.
- Develops and reviews laws, regulations, and policies for the agency, and analyzes proposed and/or new legislation to determine the impact on agency or division operations.
- Oversees the development, submission, and management of division budget.
- Oversees the preparation and development of forms, letters, and electronic media used in the division to communicate with players, retailers, vendors, state agencies, other government officials, and the general public.
- Monitors the performance of vendors to ensure services are provided in an appropriate and timely manner.
- Performs special projects or other related duties as assigned.

**RELATED MILITARY OCCUPATIONAL SPECIALTY CODES:**

Veterans, Reservists, or Guardsmen with a MOS or additional duties or other related fields pertaining to the minimum experience requirements may meet the minimum qualifications for this position and are encouraged to apply.

Additional Military Crosswalk information can be accessed at:

[http://www.hr.sao.texas.gov/Compensation/MilitaryCrosswalk/MOSC\\_ProgramManagement.pdf](http://www.hr.sao.texas.gov/Compensation/MilitaryCrosswalk/MOSC_ProgramManagement.pdf)

**HOW TO APPLY:**

Each position applied for must have a separate State of Texas Application for Employment submitted referencing the above position number and title by application deadline to:

Texas Lottery Commission  
Human Resources Department  
Post Office Box 16630  
Austin, Texas 78761-6630

This application may be obtained at the Lottery Headquarters, any Lottery Claim Center, or Texas Workforce Commission offices throughout the State. A completed State of Texas Employment application must be received in our Human Resources office or any Lottery Claim Center statewide by 5:00 p.m. of the closing date stated on the job posting.

Applications submitted via express or overnight delivery mail services should be mailed to the following address:

Texas Lottery Commission  
Attention: Human Resources  
611 East 6th Street  
Austin, Texas 78701

Applications may also be submitted electronically through the Texas Workforce Commission's [workintexas.com](http://workintexas.com) online system by 11:59 p.m. of the closing date stated on the job posting. When a job opening is posted open until filled, it is best to apply as soon as possible, as the posting may close or be placed on-hold at any time with or without prior notification. Applications will NOT be accepted via fax or email.

Applicants are solely responsible for timely delivery of applications by the deadline.

**Proud of Our Diversity - Committed to Equal Employment Opportunities**

Applications are not accepted unless submitted for a particular position. Resumes will not be accepted in lieu of the State of Texas application. Only applicants who are invited to interview for the position will be advised of the outcome of the selection process. Tele-conferencing or video-conferencing may be provided for distant interviewees. Selection for the position will be subject to an extensive criminal background investigation. In accordance with legislation effective September 1, 1999, male candidates aged 18 to 25 are required to show proof of selective service registration (or exemption) prior to an offer of employment. Such proof is not required to be filed with an application but must be provided upon request by the Human Resources office. The State Lottery Act contains provisions that set out causes for rejection if applicable. All positions serve at the will of the Executive Director. Job line information is 1-800-375-6886. Persons with a disability needing special services should call 512-344-5000 three (3) days in advance so that appropriate arrangements can be made.

**E-Verify**

This employer participates in E-Verify and will provide the Social Security Administration (SSA) and, if necessary, the Department of Homeland Security (DHS), with information from each new employee's Form I-9 to confirm work authorization.