

**Opening Date:** December 10, 2020  
**Closing Date:** Open Until Closed  
**Work Location:** Austin, Texas  
**Posting Number:** 21-18  
**Monthly Salary:** \$5,800 - \$6,250\*  
**Group/Class:** B23/1601  
**Travel %:** 15%  
**Division/Department:** Agency Communications/Strategic Communications  
**Number of Positions:** 1  
*\*Salary commensurate with experience and qualifications*

# **JOB VACANCY NOTICE**

## **Strategic Communications Manager (Manager II)**

*Texas Water Development Board, Stephen F. Austin Building  
1700 North Congress Ave., Room 670, Austin, Texas 78701  
Please contact Human Resources for accommodation requests.  
Phone: (512) 475-2142  
Apply at: Work in Texas [www.workintexas.com](http://www.workintexas.com) OR  
[HR@twdb.texas.gov](mailto:HR@twdb.texas.gov)*

**We offer a competitive compensation and benefits package including medical, dental, vision, 401(k), flexible spending, and flexible work hours so you can have a work/life balance! For more information about these benefits and more visit: <http://www.twdb.texas.gov/jobs/benefits.asp>**

### **Veteran's Preference**

Veterans, Reservists or Guardsmen with an MOS or additional duties that fall in the fields of 641X LDO – Administration, MGT10 Management, 0602 Communications Officer, 86MO Operations Management or other related fields pertaining to the minimum experience requirements may meet the minimum qualifications for this position and are highly encouraged to apply.

Additional Military Crosswalk information can be accessed at [https://hr.sao.texas.gov/Compensation/MilitaryCrosswalk/MOSC\\_ProgramManagement.pdf](https://hr.sao.texas.gov/Compensation/MilitaryCrosswalk/MOSC_ProgramManagement.pdf).

### **Job Description Summary**

Performs moderately complex (journey-level) managerial work administering the daily operations and activities of the Texas Water Development Board's Strategic Communications Department, which includes social media, media relations, video production, and conference management. Establishes and integrates thematic content for team. Work involves establishing goals and objectives; developing guidelines, procedures, policies, rules, and regulations; developing schedules, priorities, and standards for achieving established goals; coordinating and evaluating the Strategic Communications Department; developing and evaluating budget requests; and monitoring budget expenditures. Plans, assigns, and supervises the work of others. Serves as a writer and copyeditor. Works under general supervision, with limited latitude for the use of initiative and independent judgment. Reports to the Chief Communications Officer of the Agency Communications Division.

### **Essential Job Functions**

- Oversees the development, integration, and execution of editorial themes and messaging across agency social media platforms.
- Writes and edits agency materials, such as marketing materials, newsletters, and reports.
- Oversees the development, editing, and design process for all required agency reports, including legislative reports, the state water plan, and the state flood plan.
- Supervises development and execution of the Water for Texas conference, as well as agency participation in other conferences.
- Supervises development and content of photographic and audiovisual material and platforms.

Female and minority applicants are encouraged to apply.

The Texas Water Development Board does not discriminate on basis of race, color, national origin, sex, religion, sexual orientation, age, or disability in employment or provision of services, programs, or activities. Please visit TWDB Career Page: <http://www.twdb.texas.gov/jobs/> for more information.

Males born on or after January 1, 1960, will be required to present proof of Selective Service registration on the first day of employment or proof of exemption from Selective Service registration requirement. All offers of employment are contingent upon the candidate having legal authorization to work in the United States. Failure to present such authorization within the time specified by the U.S. Department of Labor will result in the offer being rescinded. Candidates must be eligible to work in the United States without requiring sponsorship. Only applicants interviewed will be notified of their selection or non-selection. Resumes will not be accepted in place of a completed State of Texas application unless indicated.

*TWDB participates in E-Verify! Information from each new employee's Form I-9 will be provided to the Social Security Administration (SSA) and, if necessary, the Department of Homeland Security (DHS) to confirm work authorization.*

HR-002 (Supervisory)  
Revised 06/26/2020



The TWDB is in compliance with the Americans with Disabilities Act and makes reasonable accommodations for applicants and employees with disabilities. If a reasonable accommodation is needed to participate in the job application or interview process, to perform essential job functions, and/or to receive other benefits of employment, please contact the Human Resources Division for assistance at (512) 475-2142. Deaf and hard of hearing applicants may contact our office via Relay Texas at 1-800-735-2989 (TTY/TDD).

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- Supervises the development of Texas Water Newsroom content.
- Supervises media relations and outreach.
- Maintains the agency style and correspondence guide.
- Provides effective leadership and management of the Strategic Communications Department.
- Manages all project activities within Strategic Communications providing technical direction and guidance.
- Monitors and reports Strategic Communications work activities.
- Authorizes Strategic Communications hiring, separations, disciplinary actions, and employee performance rewards.
- Assigns job duties, conducts performance evaluations, clarifies roles and responsibilities, and monitors and measures performance against goals.
- Evaluates department performance and recommends and leads improvements.
- Supports department's administrative requirements related to organization, budget, and personnel.
- Ensures the provision of quality customer service from the Strategic Communications Department to both internal and external stakeholders.
- Manages the performance of direct reports, to include timely completion of performance appraisals and follow-through on disciplinary actions as needed.
- Maintains confidential and sensitive information.
- Ensures individual and team files (electronic and hard versions) are appropriately maintained and timely disposed of in accordance with the agency's records retention procedures and schedule.
- Maintains required certifications and licenses and meets the continuing education needs and requirements of the position to include, attending mandatory training courses.
- May be required to operate a state or personal vehicle for business purposes.
- Performs other duties as assigned.

**Minimum Qualifications**

- Graduation from an accredited four-year college or university with major course work in Journalism, Public Relations, English, Communications, or a related field.
- Three to five years' experience in supervising/managing staff.
- Five years of experience with writing and copyediting publications of various lengths.

**Preferred Qualifications**

- More than five years of experience with writing and copyediting publications.
- More than five years of experience in supervising/managing staff.
- Experience in leading internal and external communications campaigns and partnerships.
- Experience in public relations/public affairs.
- Experience in directing and executing conferences and events.
- Experience with copyediting on short- and long-form publications, including marketing materials and 100+ page reports.

**Knowledge, Skills, and Abilities (KSAs)**

- Knowledge of local, state, and federal laws and regulations relevant to Communications and of the principles and practices of public administration and management.
- Knowledge of news and communications media.
- Knowledge of social media platforms and trends.
- Skills in writing and copyediting a range of materials from short marketing materials to long articles/reports.
- Possesses necessary skills and comprehensive knowledge to perform the job.
- Skills in using Microsoft Office programs such as Word, Excel, and Access.

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- Skills in use of internet, email, word processing, spreadsheet, presentation, and database software.
- Ability to adhere to work schedules, follow procedures with respect to leave and submit accurate timesheets by prescribed deadlines.
- Ability to make mature, objective decisions and identify areas of potential problems.
- Ability to perform effectively and willingly when changes occur in scope and nature of the work and work environment.
- Ability to perform routine and non-routine work assignments accurately and on-time with little or no supervision.
- Ability to perform assigned duties and improve work habits and/or output.
- Ability to complete assigned work on time, neatly, and in order with infrequent errors.
- Ability to complete tasks and projects in a timely manner and persist until tasks are completed.
- Ability to interpret policies, procedures, and regulations.
- Ability to provide prompt, courteous, and accurate assistance and clear and concise communication to agency staff, as well as to employees of other political entities and the public both verbally and in writing.
- Ability to work with others in a team environment and cooperate with supervisors, co-workers, and others.
- Ability to manage multiple tasks and schedule work in order to maintain regular progress on assignments and meet deadlines.
- Ability to stand/sit/move with no physical limitations or aids to perform activities such as retrieve/replace files in a large file system for boxes up to 30 lbs.
- Ability and willingness to travel 15% of the time, primarily within the state of Texas.
- Ability to operate a vehicle (state or personal) for state business and maintain a driver's license and driving record that complies with state and agency requirements.
- Ability to work days that may exceed 8 hours, including early mornings, nights, and weekends.
- Ability to train others.
- Ability to ensure consistent agency branding.
- Ability to research and prepare written materials, to include ghostwriting.
- Ability to demonstrate the mastery of grammar, style, and usage and Chicago Manual of Style.
- Ability to successfully coordinate and execute conferences and events.
- Ability to conceive and execute a coordinated messaging campaign across all communication channels, programs and materials.
- Ability to assign and/or supervise the work of others.

**Remarks**

- **To be considered for this position, the applicant MUST submit five writing samples with their application. The samples should include the following:**
  - **One press release**
  - **One opinion editorial or other published article**
  - **One written sample edited by the applicant**
  - **Two written samples of the applicant's choice**
- Copy of required academic transcripts and/or licensures and driving record must be submitted at the time of hire. Failure to provide required documentation will result in no further consideration for employment.
- Important Notice: Otherwise qualified candidates who are ultimately considered for potential employment with the Texas Water Development Board may be the subject of a request for any criminal history record information maintained by the Texas Department of Public Safety (DPS). Evidence of a criminal conviction or other relevant information obtained from the DPS shall not automatically disqualify an individual from employment with the Texas Water Development Board.