

JOB ANNOUNCEMENT

The Oklahoma Department of Commerce is the primary economic development entity in the State. Our mission is to help create an environment where economic growth can occur. Our job is to bring jobs, investment, and economic prosperity to the State of Oklahoma. Through dynamic partnerships and innovative collaborations with companies, universities, not-for-profit organizations, and government leaders, we are building a business environment that supports business growth and shared community prosperity.

The Oklahoma Department of Commerce is seeking a full-time Marketing Technology Manager position. This position is a full-time unclassified position in state government. Oklahoma Department of Commerce offers a comprehensive [benefits packet](#), including a generous benefit allowance to offset the cost of insurance premiums for employees and their eligible dependents. For more information about the benefit options and allowances, [click here](#). The annual salary for this position is up to \$60,000, based on education and experience.

Qualified applicants must submit a resume, cover letter, and a list of reference sources to Human Resources. [Apply online](#) or send documents via e-mail to recruiter@OKcommerce.gov.

Review of applications will begin immediately. **The deadline to apply is Friday, May 7, 2021.**

POSITION: Marketing Manager (Marketing Technology Manager)
DIVISION: Marketing & Communications
JOB LOCATION: Oklahoma City
SALARY: \$50,000 - \$60,000
JOB NUMBER: J-724

POSITION SUMMARY:

The Marketing & Communications Team at the Oklahoma Department of Commerce provides comprehensive, high-impact marketing solutions for internal clients and external partner organizations. We also promote the State to national and international audiences as the ultimate location for businesses to thrive using multimodal marketing tactics.

The team provides a full-service marketing and communications menu, whether in-house or combining our expertise with other partners and vendors, to achieve exceptional results for the State, the agency, and our clients.

The Marketing Team's range of services includes:

- branding
- marketing consulting
- graphic design
- content generation and management
- social media
- lead generation and lead nurturing
- public relations
- web development
- video production
- tradeshow planning and support

The Marketing Technology Manager will manage the Commerce website and others Commerce is responsible for, which require updates daily. These sites currently include okcommerce.gov, oklahomaworks.gov, and oklahomaworkstogether.gov.

The ideal candidates will be proactive, ambitious, self-starters with positive attitudes and the ability to multi-task in a deadline-driven environment. Must be adaptable to same-day turnarounds and rapidly changing priorities. Experience with HTML, CSS, content management systems, and confidence in building webpages in WordPress are a must.

Qualified candidates should have exceptional communication, organizational, and writing skills. Experience is required in managing web projects. Some basic video and audio editing skills are a plus. Requires the ability to think creatively and bring innovative solutions to marketing challenges. Familiarity with marketing tactics, lead generation, creative development, and internet technology is strongly preferred. Successful candidates must be able to work both independently and in a group setting. This position reports to the Director of Marketing and Communications.

REQUIREMENTS & DUTIES:

- Manage day-to-day website operations, including page revisions, features and layouts, management of media assets, SEO, and adherence to accessibility requirements
- Oversee website projects and vendor coordination
- Ability to analyze user feedback and activity, iterating to enhance the user experience
- Create and manage project plans and schedules
- Manage multiple, simultaneous projects working under the direction of cross-functional team members that may include internal and external resources
- Create, track and manage estimates and budgets
- Write, edit, and proof content on a variety of projects
- Excels in professional communication with internal/external teams, clients, and vendors regarding project deliverables and details
- Basic video/audio editing skills
- Other duties as assigned

EDUCATION & EXPERIENCE:

Requires a bachelor's degree in marketing, communications, journalism, business, or related field with a minimum of 5 years related experience in project management or marketing. Required experience with HTML, CSS, content management systems, Adobe Creative Suite - particularly Illustrator. Experience with WordPress and cPanel preferred.

SPECIAL REQUIREMENTS:

Some travel is required. The successful candidate must also be able to work in the OKC office when not traveling.

AA/EEO