

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.

Qualified applicants must submit a resume, a cover letter, and a list of reference sources.

Review of applications will begin immediately. **The deadline to apply is October 8, 2025.**

Apply Online

POSITION: Temporary, Social Media Specialist
DIVISION: Oklahoma Film + Music Office (OF+MO)
OFFICE LOCATION: Oklahoma City
SALARY: \$25 - \$35/hour
STANDARD HOURS: 30 hours maximum per week (not to exceed 999 hours before one year of hire date)
JOB NUMBER: J-839

Note: This is a temporary paid position with no benefits and does not constitute employment with the Oklahoma Department of Commerce.

JOB DESCRIPTION & FUNCTIONS

The Oklahoma Film + Music Office (OF+MO) works to promote, support, and expand Oklahoma's thriving film, television, and music industries through advocacy, workforce development, marketing, and industry recruitment.

The Social Media Specialist is a temporary part-time position supporting OF+MO by developing and managing digital communication strategies that inform, engage, and serve the public. This role is responsible for creating accessible, inclusive, and accurate content across multiple platforms to enhance transparency, strengthen community connections, and promote the agency's programs, initiatives, and services.

RESPONSIBILITIES:

- Develop and implement social media strategies that align with the agency's communication goals and public service mission
- Create, schedule, and publish accessible content (text, images, video, graphics, captions, closed captions) across official platforms
- Monitor public engagement, respond to comments and messages in a professional and timely manner, and escalate inquiries to appropriate staff as needed
- Track analytics, prepare performance reports, and provide data-driven recommendations to improve outreach and transparency
- Collaborate with internal teams, partner organizations, and other government entities to support public information campaigns and initiatives

- Maintain consistency in tone, voice, and branding in line with agency guidelines
- Stay informed on trends in digital communication, accessibility standards, and best practices
- Coordinate daily social media for OF+MO
- Supervise a mix of organic and paid content
- Tailor messaging to various audiences, including local media, Oklahoma community leaders, and the general public
- Attend groundbreakings, ribbon cuttings, and other economic development-related events across the state, covering them live on social media as appropriate
- Take photos and videos at events to be shared on social media
- Travel to various communities throughout the state for story development and content gathering
- Work with internal marketing staff to develop graphics and procure or edit images
- May assist occasionally with marketing support for events throughout the year, and travel as needed
- Other duties as assigned

KNOWLEDGE AND SKILLS:

- The successful candidate must be able to plan and manage daily tasks
- The candidate must be a self-starter, staying active and proactive
- Excellent attention to detail and accuracy are required
- The candidate must work well in a team environment
- Experience using social media management and analytics tools (e.g., Hootsuite, Sprout Social, Meta Business Suite)
- Knowledge of graphic design, video editing, or digital storytelling tools (e.g., Canva, Adobe Creative Suite) is a plus
- Strong organizational and project management skills, with the ability to balance multiple priorities
- Must be able to read, interpret, and present on social media results – educating others on why specific campaigns worked/did not work based on the data
- Capable of deciphering paid social media campaign data in real-time, optimizing when needed for optimal outcome
- Must have basic photography and video recording skills for social media, be comfortable behind the camera, and be able to position yourself to get a good shot

EDUCATION AND EXPERIENCE:

Successful completion of a bachelor's degree in communications, marketing, journalism, business, or a related field, or equivalent professional experience.

Must have 2 years of professional experience in social media management, either with an advertising/marketing firm or for a company/organization.

Must have experience with paid social media ads, content, and building custom audiences.

AA/EOE