

OKLAHOMA DEPARTMENT OF COMMERCE
Human Resources Division

JOB ANNOUNCEMENT

Effective Date: 09/15/2026

Version: 1.0

Job Number: J-862B

Position Title: Copywriter & Communications Specialist

Division: Shared Services | Marketing & Communications

Office Location: Oklahoma City, OK

Salary Range: \$65,000 - \$75,000

Application Deadline: October 9, 2026

The Oklahoma Department of Commerce is the State economic development office. Our mission is to cultivate an environment where businesses and communities can grow and thrive. We are a trusted government agency that partners with businesses and communities for strategic and sustainable growth and success, moving Oklahoma forward to becoming a top-ten state.

The Oklahoma Department of Commerce seeks to fill a Copywriter & Communications Specialist position. This position is a full-time position in the state government. Oklahoma Department of Commerce offers a comprehensive [benefits package](#), including a generous benefit allowance to offset the cost of insurance premiums for employees and their eligible dependents. [For more information about the benefit allowance, visit the Oklahoma State Benefits Overview.](#) The annual salary for this position is up to \$75,000 based on education and experience.

Position Overview

The Marketing & Communications Team at the Oklahoma Department of Commerce provides internal and external communications solutions for agency programs and partner organizations. The division supports in-state initiatives—including the Main Street program, Oklahoma Film + Music, and community development partnerships—and collaborates directly with the Economic Development, Growth & Expansion (EDGE) division to market Oklahoma to expanding and relocating businesses.



We are seeking a Copywriter & Communications Specialist to serve as the lead writer for the agency. This position requires exceptional, versatile writing talent paired with the critical thinking needed to conceptualize new content ideas and determine effective ways to share them. The ideal candidate is a copywriter at heart who looks beyond individual writing assignments to proactively suggest fresh angles, editorial topics, and content distribution approaches that support agency goals.

The Marketing & Communications team currently consists of a division director, a project manager, a graphic designer, a technology and email manager, and a multimedia specialist.

Objectives of this role:

- **Lead Storytelling:** Serve as the primary writer for the agency, crafting clear, persuasive copy that highlights Oklahoma's economic advantages, industry strengths, and state programs.
- **Copywriting Execution:** Produce high-quality, polished copy for a wide range of print and digital materials, ensuring high editorial standards and messaging consistency.
- **Proactive Content Ideation:** Use critical thinking to independently identify story gaps, propose new content concepts, and determine optimal formats for reaching target audiences.
- **Campaign & Audience Engagement:** Write strategic messaging for B2B lead nurture campaigns, newsletters, and digital platforms to drive audience interaction and program awareness.

Responsibilities

Content Strategy & Ideation

- **Strategic Planning:** Proactively research, pitch, and develop new content concepts, editorial series, and communication strategies aligned with agency economic development priorities.
- **Content Distribution:** Formulate plans to package, adapt, and distribute core messaging across appropriate communication channels to maximize audience reach.

Copywriting & Editorial Development

- **Marketing Collateral:** Write and edit high-quality copy for agency publications, including industry brochures, economic recruitment materials, reports, and program literature.
- **Email & Lead Nurture Campaigns:** Develop strategic copy for B2B email nurture sequences. Monitor audience analytics (open rates, click-through rates) to evaluate copy effectiveness and implement messaging adjustments.



- **Newsletters & Articles:** Identify topics, conduct interviews, and write content for monthly and quarterly electronic publications targeting businesses, community leaders, and the public.
- **Social Media Coordination:** Work alongside the internal team to draft and post content for social media accounts, ensuring all posts align with broader agency objectives and active campaigns.

Digital Content & Inter-Division Support

- **Website Copy Optimization:** Regularly review and update website copy to ensure messaging remains current, accurate, and aligned with strategic communication goals. (*WordPress experience preferred but not required.*)
- **Inter-Division Collaboration:** Consult directly with division leadership and program managers across the agency to uncover key messaging needs and translate complex initiatives into clear public copy.
- **Integrated Communications Support:** Collaborate with internal design, technology, and multimedia staff to align copy with visual assets.
- **Additional duties as assigned.**

Education & Experience:

- Bachelor's degree in Communications, Journalism, Marketing, Professional Writing, English, Business, or a related field.
- Minimum of 3 years of full-time professional experience in copywriting, content management, or strategic communications. (Internship experience will not count toward the professional requirement.)
- Writing samples or a portfolio demonstrating professional copywriting and strategic content development are required.

Knowledge and Skills

- Advanced copywriting and editing skills across print and digital formats.
- Strong critical thinking skills with a demonstrated ability to take initiative, identify content gaps, and propose creative solutions.
- Analytical ability to review content performance data and refine messaging accordingly.
- Excellent communication skills, organizational skills, attention to detail, and the ability to manage multiple projects under deadline constraints.
- Successful candidates must be able to work both independently and in a group setting.

Federal Compliance Requirements

N/A

Application Instructions

To apply, submit a resume, cover letter, and references through the official Oklahoma state careers portal: [Oklahoma state careers portal](#)

Employment Disclaimer

This job announcement does not constitute an employment contract, expressed or implied. The Oklahoma Department of Commerce reserves the right to modify, withdraw, or close this job announcement at any time without notice. Employment with the State of Oklahoma is subject to applicable state and federal laws and agency policies.

Equal Opportunity Employer Statement

The Oklahoma Department of Commerce is an Equal Opportunity Employer. The Department does not discriminate on the basis of race, color, national origin, sex, religion, age, disability, or veteran status.

Accessibility Statement

This document is available in alternative formats upon request. The Oklahoma Department of Commerce is committed to providing equal access to employment opportunities.

Contact Information

Oklahoma Department of Commerce
Human Resources Division
900 N Stiles Ave
Oklahoma City, Oklahoma 73104
<https://okcommerce.gov>