



**Kentucky Arts Council
Marketing and Communications Administrative Branch Manager
Employment Opportunity**

Experienced Marketing and Communications Administration Branch Manager. This role reports to the Executive Director and supervises three marketing and communications professionals. The job requires a minimum of three years of supervisory experience in marketing and/or communications functions, with training and coaching skills. Experience required in: marketing and communications campaign creation and strategy execution; media partnerships, PR and revenue management projects; creation, tracking and analysis of metrics; marketing plans; strategic branding, preferably within arts, culture, or tourism industries. Professional experience in communications management, advertising, and social media platforms are a must. Proficiency in the supervision of visual and verbal messaging and editing; website design or website contract experience; proficiency in contract management. A minimum of two years of experience in budget management. Team player to have skills for hands-on coordination of high-profile events management and will have a professional demeanor with experience in business environments. Strong interpersonal, communication and multi-tasking skills are required.

Knowledge/passion for the arts is highly preferred. A college degree in marketing, business, communications or arts administration is highly preferred (can be substituted by relevant experience in the field). Experience working in marketing and communications within an arts organization is helpful. Some knowledge or working in a government environment would be helpful. Background of hands-on graphic arts management and web management experience is preferred, along with experience in SEO and Adobe design products.

56374BR
(Auto req ID)

Go to <https://careers.ky.gov/Pages/default.aspx>. Click on the "Search & Apply" link, located on the top menu bar. Click "Career Opportunities System (COS) Application". Use this number (**56374BR**) in the "Search" field and the Administrative Branch Manager position will appear.

Franklin County

ADMINISTRATIVE BRANCH MANAGER

56374BR

50 - Tourism, Arts, & Heritage Cabinet

Pay Grade 16 (MIN-MID) \$42,646.56 - \$56,495.52 yearly at 37.5 hour work week OR \$45,489.60 - \$60,261.84 yearly at 40 hour work week



Post Date: 08/25/2017

Post Ending Date: 09/13/2017

Characteristics of the Job:

Provides overall management for all sections and units within an administrative branch; and performs other duties as required.

Minimum Requirement - Education:

Graduate of a college or university with a bachelor's degree.

Minimum Requirement - Experience:

Must have five years of professional administrative experience.

Substitute Education for Experience:

A master's degree in public or business administration or a related field will substitute for one year of the required experience.

Substitute Experience for Education:

Additional administrative or research experience will substitute for the required education on a year for year basis.

Special Requirements: NONE.

Department/Division/Branch/Address:

Kentucky Arts Council
Tourism, Arts and Heritage Cabinet
1025 Capital Center Drive
Third Floor
Frankfort, Kentucky 40601

Agency Contact email and/or telephone number:

Lydia Bailey Brown, Executive Director
502-564-3757 or Lydia.BaileyBrown@ky.gov

Position Type: Full-time Merit (18A)

Vacancy Type:

Competitive - Open To All Candidates

Work Week: 37.5 hr/wk

Special Entrance Rate: No

of Vacancies: 1

Work Schedule: 1st Shift

FLSA Designation:

EXEMPT - The position(s) is/are exempt from FLSA requirements for time and a half overtime compensation. The employee(s) will not earn time and a half for time worked in excess of 40 hours per work week.

Pay Grade: 16

Probationary Period:

This job has an initial and promotional probationary period of 6 months. For additional information refer to:

<http://www.lrc.ky.gov/kar/101/001/325.htm>.

Description of Job Duties:

Supervises three marketing and communications professionals. Responsible for the preparation of the marketing/communications messaging and budget; manages contracts as needed; manages public relations and high-profile events for the agency; trains and coaches in marketing administration strategy; manages overall marketing, communications, graphic design, advertising, web and social media activities of the agency. Interprets and manages consistent arts messaging across all agency programs. Reviews product design and financial development from product development projects. Other duties as assigned.

Job Group: GENERAL ADMINISTRATION

Typical Working Conditions:

Incumbents working in this job title primarily perform duties in an office setting. Minimal travel may be required.

Additional Requirements:

Upon appointment, employees in this class may be required to maintain a valid driver's license and required to drive a licensed vehicle. This status may be necessary for the length of time in this class. If this is necessary it will be listed in the specific position description for that position. Applicants and employees in this classification may be required to submit to a drug screening test and background check. Applicants and employees in positions which perform job duties that may require contact with offenders in the custody or supervision of the Department of Corrections or with youth in the care, custody, or supervision of the Department of Juvenile Justice must meet qualifications pursuant to the federal Prison Rape Elimination Act, 28 C.F.R.115.17 and 115.317.