



# OFFICE OF THE STATE AUDITOR

## PRESS SECRETARY

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**Posting Number 2015 - 16**

**SALARY RANGE (CSA989 Grade 14): \$55,720.39 - \$ \$83,580.59 (Commensurate with experience.)**

### **GENERAL STATEMENT OF DUTIES:**

The OSA Press Secretary has a diverse range of duties with the central goal of shaping and conveying the goals and work of the OSA to internal and external audiences.

### **SUPERVISION RECEIVED:**

Work under the direct supervision of the Deputy Auditor of Communications and External Affairs and collaborate extensively with the Auditor, First Deputy Auditor, and members of the OSA Senior Staff.

### **SUPERVISION EXERCISED:**

Exercise direct supervision over OSA Press Assistant and others as directed.

### **DUTIES AND RESPONSIBILITIES:**

*The Press Secretary is expected to carry out the following work:*

- Lead the development of the OSA's overall strategic communications plan and messaging, working with the Auditor, Chief of Staff, First Deputy Auditor, other Deputy Auditors and Directors.
- Build and maintain relationships between the OSA, the Auditor and the various media outlets.
- Communicate with reporters in person, by email and phone and provide the press with information as needed.
- Develop, with the Press Assistant, a social media calendar and approve messages for the Press Assistant to post to various social media outlets.
- Work with the Press Assistant to update the website as needed.
- Work with the Chief of Staff, Press Assistant, and External Affairs Coordinator on the creation and content development of all collateral and other materials for external and internal use (i.e. op-eds, newsletters and other items).
- Work with appropriate staff to draft speeches for the Auditor, testimony for legislative hearings and other presentations.
- Prepare high-level memorandums, briefing documents, and other written material.
- Assist in the management of new internal and external communication projects including refinement of marketing tools, implementation of a branded and unified public image, showcasing of OSA and staff capabilities, leveraging of conferences and events, promotion of professional image and successful partnerships, and related professional profile and communications initiatives as assigned.
- Work with Executive Staff to assist with identifying scheduling opportunities for the Auditor, and preparing and staffing the Auditor for events.
- Develop and maintain a comprehensive knowledge and understanding of OSA programs, policies and procedures.
- Perform other duties as assigned.

*Note: Due to the necessary duties of this position, the candidate may be required to be on call and/or work weekends and/or evenings.*



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### **MINIMUM QUALIFICATIONS:**

*The successful candidate will possess and/or demonstrate:*

- Bachelor's degree, preferably in English, Communications, Journalism, Public Relations or related field.
- At least 3 years full time or equivalent part-time experience, the major duties of which included: experience in writing and editing, media relations, event management, program administration, multimedia usage (visual, internet, audio and social media).
- Understanding of economic, public policy and political issues related to the Massachusetts innovations economy and the substantive work of the organization's divisions.
- Strong analytical, written and oral communication skills, with attention to detail.
- Ability to take initiative, work independently and manage multiple competing priorities.
- Ability to interact effectively with the public.
- Ability to communicate well to multiple and diverse audiences and work collaboratively within teams.
- Work with Executive Staff to assist with identifying scheduling opportunities for the Auditor, and preparing and staffing the Auditor for events as needed.
- Demonstrated experience in effectively managing multiple projects in a fast-paced, demanding environment and managing competing priorities and demands.
- Exceptional written, verbal and interpersonal communication and listening skills, including but not limited to the ability to communicate persuasively and dynamically about the OSA and its programs. Proficient with MS Office products (Excel, Word, PowerPoint).
- Experience in interactive/digital media communications, including web design and content management, social media and blogs.
- Experience in social media marketing, with in-depth knowledge of social media platforms and tools (including Facebook, Twitter, YouTube, LinkedIn, Google analytics, etc.) and how they can be deployed as part of overall strategy.
- Consistent drive and ability to take ideas from vision to implementation.
- Team member with strong inter-personal skills, organized, able to work with a broad spectrum of colleagues and partners.

### **PREFERRED QUALIFICATIONS:**

*Experience and expertise in the following areas are a plus:*

- Knowledge of the Commonwealth's communications and external relations practices.
- Experience with Customer Relationship Management (CRM) software and resources.
- Experience in supervising, mentoring, motivating and evaluating staff.

Salary is commensurate with experience.



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***No Phone Calls Please:***

To apply, please submit an electronic copy of a cover letter and resume, no later than July 31, 2015 to [OSA.applications@sao.state.ma.us](mailto:OSA.applications@sao.state.ma.us) when you apply, we invite you to submit a copy of the [OSA's Voluntary Self Identification Form](#), with your resume

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