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## COMMUNICATIONS ADMINISTRATOR(Job Id 39823)

**Location:** US:NH:CONCORD

**Occupation** 27-0000 Arts Design  
**Category:** Entertainment  
Sports-Media  
Occupations

**Employment Type:** FULL-TIME

**Post Date:** 04/12/2024

**Close Date:** 05/31/2024

**Salary:** 30.720-41.760  
USD

## Description

State of New Hampshire Job Posting

Office of Professional Licensure and Certification

Division of Administration

7 Eagle Square, Concord NH 03301

[www.oplc.nh.gov](http://www.oplc.nh.gov)

COMMUNICATIONS ADMINISTRATOR

Position # 8T3154

The starting pay range for this position is \$30.72 - \$41.76 per hour.

The State of New Hampshire, Office of Professional Licensure and Certification, Division of Administration has a full-time vacancy for a Communications Administrator.

### Summary:

Administers the development and distribution of all public information on behalf of the Office of Professional Licensure and Certification (OPLC) and implements agency objectives by planning short and long-term goals initiatives, and programs related to communication and the promotion of strategic messaging at all levels of the OPLC.

### YOUR EXPERIENCE COUNTS

Under a recent change to the rules, an applicant's relevant experience now counts towards formal education degrees referenced below!

18 Months of additional relevant experience = Associate's degree

36 Months of additional relevant experience = Bachelor's degree

54 Months of additional relevant experience = Master's degree

### MINIMUM QUALIFICATIONS:

**Education:** Master's degree from an accredited institute of higher education with major study in journalism, public relations, business administration or a communications-related field.

**Experience:** Five years of experience in journalism, advertising, public relations, marketing, business administration, three years of

which must have been in a management level position involving administrative or supervisory duties concerned with program administration, program planning and evaluation, business management or related management experience.

**OR**

**Education:** Bachelor's degree from an accredited institute of higher education with major study in journalism, public relations, business administration or a communications-related field.

**Experience:** Six years of experience in journalism, advertising, public relations, marketing, business administration, three years of which must have been in a management level position involving administrative or supervisory duties concerned with program administration, program planning and evaluation, business management or related management experience.

**License/Certification:** Eligibility for a valid driver's license and/or access to reliable personal transportation.

**Preferred Qualifications:** Considerable knowledge of communication principles and practices and techniques of planning, composing and editing diverse informational materials. Public relations and marketing techniques and procedures. Appearing before groups, speaking effectively, and answering questions from an audience. Seeking out pertinent and newsworthy information. Establishing and maintaining effective working relationships with departmental officials, employees and outside groups and individuals.

**Responsibilities:**

Oversees the OPLC's comprehensive strategic communication plans, in coordination with Division Directors and Bureau Chiefs, to ensure optimum consistency and accuracy in stakeholder communications, including determining the audiences, defining the roles and resources necessary to communicate messages, and assigning staff tasks for communicating information to internal and external stakeholders.

Prepares and organizes materials of newsworthy communication and events and determines appropriate dignitaries and/or federal, state, and local officials to coordinate with for effective communications and edits of written content.

Coordinates, develops, and builds awareness of OPLC news, programs, and initiatives by producing and disseminating information to the media and/or the public through OPLC's annual report, branding newsletters, outreach programs, social media, web posts, videos, fact sheets, and other promotional and public information materials.

Conducts surveys and prepares metrics-driven narratives and reports, including those related to customer satisfaction, and develops recommendations for communications strategies for OPLC programs, functions and activities to executive management on complex community and media relations issues in support of OPLC operations, services, goals, and mission.

Represents OPLC to the printed and broadcast media in releasing news and informational material concerning licensing and disciplinary actions and manages and responds to media requests, public inquiries and press conferences and disseminates public information.

Develops and presents operational guidance tools and manuals for internal training sessions on effective communication and prepares graphic design and photographic material for internal and external use.

Writes and edits speeches, remarks, and scripts for press conferences and internal events and drafts responses to reports and audits, sensitive correspondences, and video or live presentations.

Identifies target markets and determines media and other advertising and public relations activities to reach target markets to

educate stakeholders regarding OPLC and board objectives and activities.

Plans and executes marketing campaigns, including direct mail, public services, announcements, and special marketing promotions related to licensing and disciplinary actions within OPLC.

Acts as a spokesperson for the OPLC. Speaks before audiences and secures speakers on diverse topics relative to OPLC objectives.

**For further information please contact Heather Kelley, Director of Operations**

**Email: [Heather.A.Kelley@oplcnh.gov](mailto:Heather.A.Kelley@oplcnh.gov) Telephone: 603-271-0142**

**To learn more about OPLC, please visit our website at [www.oplc.nh.gov](http://www.oplc.nh.gov)**

### **TOTAL COMPENSATION INFORMATION**

**The State of NH total compensation package features an outstanding set of employee benefits, including:**

#### **HMO or POS Medical and Prescription Drug Benefits:**

The actual value of State-paid health benefits is based on the employee's union status, and employee per pay period health benefit contributions will vary depending on the type of plan selected.

**See this link for details on State-paid health benefits:**

<https://www.das.nh.gov/hr/benefits.aspx>

Value of State's share of Employee's Retirement: 13.85% of pay

#### **Other Benefits:**

- \* Dental Plan at minimal cost for employees and their families (\$500-\$1800 value)
- \* Flexible Spending healthcare and childcare reimbursement accounts
- \* State defined benefit retirement plan and Deferred Compensation 457(b) plan
- \* Work/life balance flexible schedules, paid holidays and generous leave plan
- \* \$50,000 state-paid life insurance plus additional low-cost group life insurance
- \* Incentive-based Wellness Program (ability to earn up to \$500)

#### **Total Compensation Statement Worksheet:**

<https://www.das.nh.gov/jobsearch/compensation-calculator.aspx>

**Want the specifics? Explore the Benefits of State Employment on our website:**

<https://www.das.nh.gov/hr/documents/BenefitBrochure.pdf>

<https://www.das.nh.gov/hr/index.aspx>

**EOE**

TDD Access: Relay NH 1-800-735-2964