

STATE VACANCY ANNOUNCEMENT

LOUISIANA MILITARY DEPARTMENT LOUISIANA NATIONAL GUARD

POSITION: Public Relations Manager #157330

ANNOUNCEMENT NO. 100-2020

SALARY: MA-617 / Minimum \$45,344 / Maximum \$89,253 annually

LOCATION: LA Military Dept, Education HQS, Youth Challenge Pgm, Camp Beauregard, Pineville, La

OPEN: 25 June 2020

CLOSE: 9 July 2020

NOTE: Louisiana Military Department State Vacancy Announcements and LANG-LMD-H Form10 (State Application) are posted at <http://geauxguard.la.gov/join-us/state-technician-vacancies>

In accordance with R.S. 42:1701, if you are nominated for this position, you will be required to undergo a criminal background check prior to commencement of employment with the Louisiana Military Department.

EMPLOYEES IN THE MILITARY DEPARTMENT UNCLASSIFIED SERVICE, PERMANENT OR TEMPORARY, ARE EMPLOYED "AT WILL" AND MAY BE SUBJECT TO TERMINATION OR EXPIRATION OF APPOINTMENT, WITH OR WITHOUT CAUSE.

1. **AREA OF CONSIDERATION:** (1) Active Louisiana National Guard Members; (2) Retired National Guard Members and Retired Military Members; (3) those eligible for Louisiana State Guard Membership.

2. **QUALIFICATIONS:** (In addition to below, see application procedures).

a. **SPECIFIC:** Bachelor's Degree or equivalent preferred. Extensive experience required. Must have knowledge of Windows and Microsoft Office Programs (Outlook, Word, Excel, Access, Powerpoint, etc.). Must be able to operate standard office machines. Must be able to work independently with minimal supervision. Must be detail oriented and highly organized. Excellent, effective and efficient interpersonal communication and presentation skills are required.

b. **GENERAL:** Must have a valid Driver's License, Social Security Card and Birth Certificate. Must qualify to obtain a Common Access Card (CAC) Card. Travel may be required. Must be available to report to duty during emergency or disaster situations. Must have the ability to work and communicate effectively with agency personnel, peers, superiors, subordinates and the public.

c. **OTHER REQUIREMENTS:** The LA Military Department is a substance abuse and drug free workplace. In accordance with the Military Department Drug Testing Policy, all new employees are subject to mandatory drug testing. Thereafter, all employees are subject to random drug testing. Must meet physical requirements to perform functions of the position. Must attend/complete all LMD annual training and other training required for the position. Must adhere to the Code of Ethics and foster a Sexual Harassment-Free Environment.

3. **CONDITIONS OF EMPLOYMENT:** By submitting an application for employment with the Military Department, the applicant agrees to the following conditions of employment:

a. Salary is paid by Electronic Funds Transfer (EFT) / Direct Deposit Only. A checking or savings account is required for employment.

b. The successful applicant will be required to join the Louisiana State Guard as a condition of employment. Service in the Louisiana State Guard does not require the applicant to perform military training, periodic inactive duty (monthly drills), nor does it require deployment outside of the State of Louisiana. The applicant can expect that service in the Louisiana State Guard to be substantially the same as normal State Government working conditions.

4. **POSITION DESCRIPTION:** Direct, coordinate, and oversee the Recruiting Department staff of The Louisiana National Guard Youth Challenge Program. Meet regularly with program activity coordinators. Identify program recruiting needs, and develop goals and plans in order to increase applicant pool and meet departmental goals. Communicate and implement vision to recruiting staff in order to achieve departmental goals and obtain measurable results. Research and recommend new/updated policies which will improve departmental effectiveness and promote departmental goals. Establish cooperative relationships with statewide media outlets including radio/television/newspaper/internet advertising agencies, representatives of local and state government, educational leadership, community organizations and public interest groups. Arrange facility tours. Participate in television tapings and radio broadcasts in order to recruit, promote, and market LANG-YCP. Utilize and maintain technology and social media (including Website, Facebook, Twitter, etc.) in order to improve departmental practices, and to recruit, promote, and market LANG-YCP. Analyze and interpret current recruiting, marketing, and public relations strategies to staff in order to implement changes. Research and recommend new/updated/innovative advertising strategies in order to recruit, promote, and market LANG-YCP. Establish and maintain electronic database of all interested person who contact LANG-YCP recruiting department for each cycle per program. Manage and maintain recruiting budget to utilize program funds for optimal results which help achieve departmental goals. Prepare and brief Special Assistant to the Director of Educational Programs and the Director of Educational Programs on current recruiting statistics weekly. Attend all assigned staff meetings in order to brief Directors on departmental function, media relations, and upcoming events. Maintain professional, approachable, transparent, and proactive communication with YCP staff and departments. Work collaboratively and cooperatively with peers to accomplish department goals. Attend assigned program events such as Intake Days, Family Days, and program graduations. Establish and maintain up to date information regarding number of applicants per cycle per program. Research and publish interview schedules per cycle per program. Act as liaison between program counseling departments regarding program applicants. Arrange and conduct formal and informal presentations/meetings for personnel and interested persons at conferences, conventions, civic and service organizations, educational facilities, commercial venues, community and government agencies in order to recruit, promote, and market LANG-YCP. Travel to assigned conferences, events, and trainings in/out of state in order to foster relationships which further recruit, promote, and market LANG-YCP. Maintain honest and accurate record of time and attendance while performing job duties and responsibilities, which includes documentation with leave slips/k-time slips. Document and submit travel, per diem monies, and hotel expenditures using appropriate forms in a timely manner. Be responsible for care and condition of assigned GSA vehicles, which includes ensuring that regular maintenance inspections are performed for each GSA vehicle within department. Assist with regular office tasks, answering telephones and mailing correspondence. Model professional behavior and demonstrate appropriate boundaries consistent with a state employee who works closely with at-risk youth. Adhere to state and organizational policies and procedures. Perform other duties as assigned.

5. **APPLICATION PROCEDURES:** All Applicants must complete a LANG-LMD-H Form 10 (State Application) and attach a legible copy of their Official Birth Certificate, Driver's License and Social Security Card. Resumes are optional and will not be accepted unless they are submitted with the LANG-LMD-H Form 10 (State Application). **The LANG-LMD-H Form 10 (State Application) is located at <http://geauxguard.la.gov/wp-content/uploads/2016/10/LMD-H-Form-10-State-Application-pdf-10-25-2016NEW.pdf>.** Application(s) must be submitted to the appropriate LMD Human Resources by the close date, no later than 4:00 p.m.

Ms. Wenda Woolf
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