

## STATE VACANCY ANNOUNCEMENT

### LOUISIANA MILITARY DEPARTMENT LOUISIANA NATIONAL GUARD

**POSITION:** Social Media Specialist (Recruiting) #50315281

**ANNOUNCEMENT NO.** 017-2022

**SALARY:** MA-614 / Minimum \$37,003 / Maximum \$72,862 annually

**LOCATION:** LA Military Dept., Education Headquarters, Camp Beauregard, Pineville, La.

**OPEN:** 13 January 2022

**CLOSE:** 27 January 2022

**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:** High school diploma or equivalency required. Two year Associate Degree required (Bachelor's Degree preferred) or relevant equivalent experience considered. Additional certifications, licenses and trainings are favorable. Previous experience working or volunteering with youth development programs and agencies is recommended. As a representative of both the Louisiana National Guard and the Louisiana National Guard Youth Challenge Program, employee is required to dress professionally and maintain strict professional appearance and dress in compliance with Louisiana State Military Department and Louisiana National Guard Education Programs Dress Code Policy. Must be detail oriented and highly organized. Excellent, effective, and efficient interpersonal communication, and presentation skills are required. Employee must be able to work both independently and as a team member, depending on the nature of the task required, to engage and inform peers, supervisors, subordinates, agency personnel, potential applicants, family members and the general public. Must take personal initiative and possess strong problem solving skills. Should work independently with minimal supervision and possess the ability to research, identify, organize, implement and execute tasks and activities. Technological proficiency is required. Abilities should be considered above average, and not limited to a basic understanding of photo, video and digital design/editing tools/platforms. Utilizing a wide variety of applications, programs and devices quickly and expertly is expected in order to maximize job performance.

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:** Primarily responsible for creation of daily digital social media content across all social media platforms. Ability to vigilantly monitor social media accounts is imperative and responsibilities include responding to comments and messages on behalf of LANG-Education Programs. Manage content and comments across all social media platforms daily. Establish social media content calendar and work in advance to schedule posts and rotate new digital content across website and platforms. Assist with design of marketing materials and graphics for use across all digital platforms. Initiate, coordinate and complete video and photography shoots in cooperation with program leadership and supervisors as needed. Work cooperatively with Supervisors and LANG-Education Programs, including Activity Coordinators, to delegate/execute tasks necessary for project completion. Work cooperatively with Supervisor, manage YCP website and social media content to include uploads and maintenance. Act as subject matter expert in all areas of media (relations, online content, marketing materials, web based content, etc.). As the public “voice” and representative of LANG-Education programs, both of which professional education institutions and residential programs, this position must include a thorough understanding of all applicable social media policies, procedures and unique expectations which differ from Louisiana Military Department (LMD) and LANG-Education Programs personal and acceptable use policies. Complete media (television and radio) appearances on behalf of LANG Educational Programs as assigned. Research and maintain data pertaining to digital content across social media platforms and utilize information in content and marketing decisions. Submit weekly summary of media actions and data reports as needed for weekly brief to LANG Education Program leadership. Work cooperatively with families, applicants and representatives of organizations/agencies both in person and by phone. Cooperatively with supervisor, assist in the scheduling of interviews, promotional events, conferences, community events, presentations, television tapings, live radio feeds etc. Assist Recruiting Team with presentations and participation in events as assigned on as needed basis as directed. Review for accuracy and sign time and attendance documentation. Assist with daily departmental operating tasks including Director’s meeting information/slide submission. Meet deadlines designated by Supervisors. Complete all mandatory state training. 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.

Mrs. Christina Grimmert  
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