

Pennsylvania Gaming Control Board

VACANCY ANNOUNCEMENT

“AN EQUAL OPPORTUNITY EMPLOYER”

POSTING DATE: 4/25/2024

CLOSING DATE: 5/5/2024

JOB TITLE **Communications Specialist,
Office of Communications
PGCB Bureau of
Administration**

**LOCATION: Commonwealth Tower 5th Floor
Strawberry Square
Harrisburg, PA 17101**

TYPE OF SERVICE: Non-Civil Service

WORK HOURS: 8:00 – 4:30
(Telework Options Available
Within the Commonwealth of PA Only)

Starting Salary \$58,444
Non-Negotiable, Pay Rules Apply to Existing
Commonwealth Employees)

ABOUT US:

Pennsylvania is one of the fastest-growing legal gambling markets in the United States. At the Pennsylvania Gaming Control Board (PGCB), we oversee and ensure fairness, transparency, and consumer protection of a diverse industry of casinos, internet gambling, sports wagering, fantasy sports contests and video gaming terminals. We are seeking a dedicated individual to join our team as a Communications Specialist who has, among other important skills, the ability to help expand our digital communications channels and presence, including the development and maintenance of the agency’s social media and website management content and brand.

POSITION OVERVIEW:

As a Communications Specialist, you will play a critical role in developing, implementing, and coordinating digital and social media platforms to further public understanding of the programs, functions, and services of the PGCB. This position offers a unique opportunity to have a front-row seat in one of the nation's most exciting gaming markets.

DEFINITION:

An employee in this job assists the Director of Communications and/or the Deputy Director of Communications in developing, implementing, and coordinating media and public relations activities to further public understanding of the programs, functions, and services of the PGCB. Work involves assisting in writing, editing, and distributing press releases, newspaper articles, brochures, pamphlets, or other educational materials; compiling briefing packets; sending out press clips; monitoring media; utilizing social media; reviewing and posting information on agency website; assisting in planning and scheduling media events; and creating presentation materials. An employee

in this job must use discretion in the presentation of information due to potential impact on the PGCB and the gaming industry. Work includes traveling to represent the PGCB in public forums. Work may also involve providing administrative support to the office when necessary. Routine work is performed with independence, but changes in operational standards, procedures, and work policies are discussed with the Director of Communications prior to implementation. Work is assigned in the form of projects, initiatives, and objectives and reviewed through conferences, results achieved, and attainment of objectives.

EXAMPLES OF WORK: *(NOTE: The examples of work are representative of the work, but every position classification to this job may not perform all examples of work listed. Conversely, this is not an all-inclusive list of work examples.):*

Serves as lead in delivery of a social media presence for the PGCB, including but not limited to platforms such as Twitter, Facebook, Instagram and LinkedIn, as well as assisting with content on the agency website.

Assists in the preparation of news releases, feature articles, and educational materials relating to the PGCB.

Prepares and distributes written and visual information, including fact sheets, brochures, displays, exhibits, videos, annual reports and manuals for internal and external use.

Assists with the development of speeches and talking points related to the PGCB's activities and regulatory responsibilities.

Assists with the coordination of public relations activities such as scheduling events and speakers and preparing media advisories and press releases.

Conducts research, compiles information, and provides briefing packages for the Executive Director, Board members, key leadership and/or the Office of Communications related to agency programs, functions or media events.

Reviews and distributes news advisories and press releases to the media.

Maintains newspaper clips, internet and photographic files regarding PGCB or gaming industry events or activities.

Monitors media, including news and social media, and distributes relevant information to the PGCB staff and/or Board members.

Tracks press requests and ensures timely responses.

Responds to routine requests for information from the public and media via phone, email or video conferencing.

Establishes and maintains effective working relationships with PGCB staff, gaming industry personnel, and news media entities.

Performs related work as required.

KNOWLEDGES, SKILLS, AND ABILITIES:

Knowledge of the various forms of media including social media.

Knowledge of the techniques of planning, composing, and editing informational materials.

Knowledge of English language usage and composition.

Knowledge of effective public relations techniques and procedures.

Ability to prepare and edit all types of copy.

Ability to operate various audio-visual equipment and technologies.

Ability to conduct research and analyze and evaluate written materials.

Ability to communicate effectively orally.

Ability to communicate effectively in writing.

Ability to effectively use current popular social media platforms and others that may gain popularity.

Ability to work within Wordpress to change website content.

Ability to prepare and deliver an effective media strategy.

Ability to establish and maintain effective working relationships.

MINIMUM EXPERIENCE AND TRAINING:

One year of professional experience in public relations, editing, or journalism, digital communications and communications, and a bachelor's degree with major course work in journalism, communications, English, Digital Media, or a related field;

or

An equivalent combination of experience and training

Experience with social media and website content/development is essential.

BASIC ESSENTIAL JOB FUNCTIONS:

Operates a personal computer, telephone, copy machine, fax machine, and other similar office or audio-visual equipment.

Setups, edits and performs metric measuring of digital communications contents and channels.

Communicates effectively orally and in writing in the English language.

Follows verbal and written instructions.

Analyzes data and information and develops communications regarding same.

Establishes and maintains effective working relationships.

Interprets and applies policies and procedure.

The duties for this position will be mostly performed in a typical office environment. However, occasional travel may be required which could include work in a typical gaming environment which includes but is not limited to constant flashing lights, constant noise, crowded areas and smoke.

HOW TO APPLY: Qualified applicants must submit a completed PGCB employment application along with a resume to Joseph Bott at pgcbjobapplicant@pa.gov by the closing date of this posting. A copy of this application is available on the PGCB website at <http://gamingcontrolboard.pa.gov/?p=30> Selected applicants will then be contacted and an interview will be arranged.

NOTE: Employment is contingent upon the completion of a Personal History Questionnaire with a thorough background investigation, including drug screening and the subsequent review and approval by the Board.

A brief description of the duties is included under the **JOB DUTIES** section listed above. **Also included are the position's essential job functions as required by the Americans With Disabilities Act (ADA).**

IF YOU NEED AN ACCOMMODATION DUE TO A DISABILITY WHEN INTERVIEWING FOR THIS POSITION, PLEASE ADVISE THE PERSON WHO CONTACTS YOU FOR THE INTERVIEW.

CONTACT PERSON: PGCB Human Resource Office

ADDRESS: 303 Walnut Street
Harrisburg, PA 17101

TELEPHONE: (717) 346-8300

E-MAIL: jbott@pa.gov