

**Government of the District of Columbia
Office of the Chief Financial Officer (OCFO)**



Web Communications Specialist

\$76,084.00 – \$112,953.00

The Office of the Chief Financial Officer (OCFO) whose mission is to enhance the fiscal and financial stability, accountability and integrity of the Government of the District of Columbia is in search of a **Web Communications Specialist**. The Web Communications Specialist is located in the Office of the Chief Financial Officer, Office of Lottery and Charitable Games (OLCGB). OLCG's mission is to provide District residents with financial benefits through the sale of lottery products and support of charitable organizations pursuant to gaming regulations.

This position is located in the Office of the Chief Financial Officer (OCFO), Office of Lottery and Charitable Games (OLCG). The incumbent serves as the OLCG's social media expert as the internet represents the agency's only resource for 24-hour open access communication program. The incumbent is responsible for creating and implementing strategies around web communications best practices and tools including social networking, blogs, podcasts, email messaging, and other emerging online channels. Specifically, the incumbent coordinates the social media presence for a variety of initiatives that effectively communicate the agency's products, mission, programs, and policies; coordinates the development of OLCG's Internet content with the vendor; is responsible for outreach activities utilizing 2.0 web tactics and programs to further enhance the image of OLCG; develops web and email public relations and communication strategies for various promotions and campaigns; maintains and provides content development for OLCG social networking sites to reach emerging markets including, but not limited to, Facebook, Twitter, YouTube, FourSquare, flickr, etc.; develops and maintains a process for the execution and delivery of social media campaigns; prepares quarterly reports summarizing the results of social media campaigns and web analytics; stays abreast of social media tools and industry trends and works creatively with the Marketing Department and ad agency representatives; executes the production of video recordings including planning, outlining episodes, scriptwriting, storyboards, logistics, location selection, editing, scheduling, and promoting; ensures that programs are disseminated to all appropriate channels; utilizes web-based best practices to coordinate agency objectives and assists with managing complex assignments related to planning, administration, and execution of communication programs; provides advice on new developments in the web communications industry to assist the Chief of Communications; instructs and approves web content delivered by the vendors; manage various game promotions across all social media platforms, works with Marketing, Sales and Third Party vendors to complete projects; manage social media platforms and responds to the public on relevant issues; interprets visual design needs of OLCG initiatives in order to develop interactive and/or web-based media; establishes and cultivates relationships with local and industry bloggers to advance the communications efforts of OLCG; and serves as the COTR of the web contract. Performing other related duties as assigned.

Minimum Qualifications

Four (4) years of progressive experience performing the duties and responsibilities related to developing web communication strategies and social media content; creating social media promotions and campaigns; experience partnering with third party vendors; analyzing data and preparing reports.

For initial review, please submit your resume to Office of the Chief Financial Officer, Human Resources Division, 1101 4th Street, SW, Suite W220, Washington, DC 20024 or to ajoke.akinsika@dc.gov.

To complete an application or for additional details related to this vacancy, please visit www.cfo.dc.gov and reference announcement number: 17-AD-OLCG-0011

The OCFO offers a competitive salary and benefits package including medical, dental, retirement, and educational assistance.

The Office of the Chief Financial Officer is an EQUAL OPPORTUNITY EMPLOYER