

# COMMUNICATIONS & DEVELOPMENT COORDINATOR

Alabama Department of Archives and History, Montgomery, Alabama

[www.archives.alabama.gov](http://www.archives.alabama.gov)

The official state job announcement(s) can be found through the links below. Please apply to the classification that aligns with your qualifications. Applicants will be considered from both classifications.

## **State of Alabama Personnel Classification(s):**

**[11043-003 – Communications and Public Relations Manager](#)**

**Annual Salary Range: \$59,865.60 - \$100,651.20**

**[11050 – Communications and Public Relations Coordinator](#)**

**Annual Salary Range: \$46,900.80 - \$78,549.60**

The Alabama Department of Archives & History (ADAH) seeks a creative and self-motivated Communications & Development Coordinator to oversee the agency's public communications, marketing, and development programs. Reporting directly to the Assistant Director for Administration, this person will lead a section comprised of a Development Specialist, Digital Content Producer, Communications and Development Associate, and Museum Store Associate. This a State of Alabama Merit System position.

### **Essential Job Duties:**

- Responsible for coordinating all agency public communications and marketing efforts including press releases, content for public communications and social media, website management, and the creation of digital and print promotional materials.
- Develop and execute marketing campaigns that engage the public and promote awareness of the wide variety of programs, services, and resources offered by the ADAH and its Museum of Alabama. Ensure brand integrity, content control and quality, and adherence to the ADAH's brand standards.
- Oversee and provide support in the design of a variety of digital and printed materials meant to increase the agency's visibility and enhance the public's perception of the agency.
- Oversee the strategic and creative direction of the agency's website and social media platforms. Coordinate and implement updates so the mission and purpose of the department and its programs are clearly understood and easily accessible to the public.
- Supervise development activities undertaken in conjunction with the Friends of the Alabama Archives and the Alabama Archives and History Foundation, two private 501(c)3 organizations that support the work of the ADAH.
- Supervise daily operations of the Museum Store.
- Advise and support the Director and senior management in developing, implementing, and evaluating strategic initiatives of the department.
- Provide support to the ADAH's government relations team by developing strategies to effectively communicate agency programs, services, and objectives the Alabama Legislature and other elected officials.
- Work closely with board members, donors, K-12 educators, members of the media, elected officials, and other stakeholders to advocate for the importance of preserving Alabama's history.
- Provide general office oversight as it relates to managing budgets and procurement.
- Occasional weekend and afterhours work and travel, mostly within the state of Alabama.
- Other duties as assigned.

### **Minimum Requirements:**

- Bachelor's degree from an accredited four-year college or university in Journalism, Public Relations, Communications, English, or a closely related field.

- Four (4) years of professional experience in the field of public relations, public information, communications, marketing, English, print journalism, broadcast journalism, or related media promotional/information experience.
- A valid driver's license.

**Preferred Knowledge, Skills, and Abilities:**

- Proven ability to effectively lead, manage, and inspire a collaborative team in a fast-paced environment while coordinating multiple complex projects.
- Demonstrated experience overseeing photography, videography, website content management and design, communication platforms, and social media marketing.
- Experience in development including fundraising campaigns and donor cultivation.
- Ability to develop and maintain effective professional relationships with colleagues, board members, museum visitors, colleagues, elected officials, and other stakeholders.
- Excellent verbal and written communication skills, including public speaking.
- Creative and artistic vision and direction.
- Knowledge and appreciation of Alabama history
- Proficient in Adobe Creative Suite, especially InDesign and Photoshop, and Microsoft Office Suite.

The [Alabama Department of Archives and History](#) was founded in 1901 and serves as the Alabama state archives and state history museum. The Museum of Alabama tells the story of Alabama and its people from pre-history to the dawn of the 21<sup>st</sup> century. The agency is located within the Capitol Complex in downtown Montgomery, Alabama.

**Application Procedure:**

1. Apply to the State Personnel Department:
  - Complete the State of Alabama Application available at <https://personnel.alabama.gov/Downloads/StateApp.pdf> or create a profile and apply online at <https://www.personnel.alabama.gov/OES/Login.aspx>.
  - Application process questions may be answered at <https://www.personnel.alabama.gov/Process>.
  - Submit the application to State Personnel and include transcripts.
2. After applying to the State Personnel Department, submit the following documents via email to [krystlem.scott@archives.alabama.gov](mailto:krystlem.scott@archives.alabama.gov):
  - Cover letter (including availability details and salary requirements)
  - Resume
  - Examples of previous work, including any graphic design projects
  - Academic transcripts (may be unofficial)
  - Copy of application submitted to the State Personnel Department
  - List of professional references including contact information

Applications will be accepted until the position is filled. Candidates will be selected for interview based on the information submitted. The anticipated hiring date is spring 2024.



**Krystle Scott, Personnel Officer**

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