

The Hawaii State Energy Office has an exciting employment opportunity

PUBLIC AFFAIRS OFFICER

The position is located in the Hawaii State Energy Office (HSEO), an attached agency of the Department of Business, Economic Development and Tourism (DBEDT), and supports HSEO's mission to promote energy efficiency, renewable energy, and clean transportation to help achieve a resilient clean energy economy.

The Public Affairs Officer is part of the HSEO Administrative team and works directly with the Chief Energy Officer and Deputy Energy Officer and supports the HSEO management team and HSEO staff as directed.

The primary function of the Public Affairs Officer is to plan, develop, execute, and manage the HSEO public information and communications program. The PAO also serves as the news media liaison and may be the HSEO's spokesperson at the direction of, and/or in the absence of, the Chief Energy Officer or Deputy Energy Officer.

Major activities: Speech writing, messaging, media relations, communications, website and social media management.

Job Responsibilities: Manages planning and execution of the HSEO's public affairs program; may speak on behalf of the Hawaii State Energy Office to the media, public, industry, private groups, and others as necessary; develops messaging about Hawaii energy policies and programs; continuously updates the communications and marketing approach to support the HSEO mission; collects information about energy and energy developments in support of HSEO messaging and mission; manages projects related to communications and engagement.

MINIMUM QUALIFICATION REQUIREMENTS

Knowledge: Communications, government affairs, management, persuasive writing, and/or public relations principles and best practices; principles, concepts and techniques used in developing communications strategy and writing informational materials; processes involved in disseminating information through the various media and the most effective means of utilizing each medium; information gathering and interviewing techniques; and processes involved in the production, presentation and dissemination of a variety of informational material; demonstrated understanding of Hawaii's unique cultural and socioeconomic environment.

Skills/Abilities: Strong leadership, strategic planning, and teamwork. Understand and apply the principles, theories and concepts of public relations and strategic communications. Communicate effectively verbally and in writing; develop, write, design, edit, and produce effective informational material in a timely manner and under deadline pressure; identify and/or appropriately respond to news issues, which may have a positive or negative impact on

the HSEO; establish and maintain a positive and effective working relationship with staff, outside organizations, other departments and jurisdictions, media representatives, vendors, and the general public; promote active communications within the HSEO.

Abilities: Exercise good judgment and discretion in dealing with confidential matters. Excellent command of Microsoft Excel, Microsoft Word, PowerPoint, Publisher (or similar publishing software).

Education: Bachelor's degree from an accredited college or university with a major in journalism, communications, public relations, English, graphic arts, or related field. The completed coursework must have demonstrated the ability to write clearly and to read and comprehend complex written materials, and to perform research and solve problems.

Experience: At least five years of progressively responsible technical or professional experience in public relations, corporate communications, journalism, or related fields.

Quality of Experience: Possession of the required number of years of experience will not in itself be accepted as proof of qualification for a position. The applicant's overall experience must have been of such scope and level of responsibility as to conclusively demonstrate they can perform the duties of the position for which they are being considered.

Preferred Experience: Active involvement in gathering, writing and disseminating information to a wide audience through various media. Proven ability to develop and implement multi-faceted communications strategies, which include: message development; public relations crisis management; writing and/or producing media advisories and releases and collateral materials; and event coordination. Demonstrated proficiency in writing and editing, including feature articles, news releases, newsletters, annual reports, and multimedia campaigns. Knowledge of principles and techniques of desktop publishing and graphic design.

Other: Full-time equivalent graduate-level study of energy, climate change, sustainability, or a related business may be substituted for the work experience requirement on a year-for-year basis. Other combinations of education and/or experience may be allowed, subject to review and acceptance by the Chief Energy Officer and/or designee.

Citizenship Requirement: The State of Hawaii requires that all persons seeking employment with the government of the State shall be citizens, nationals, or permanent resident aliens of the United States, or eligible under federal law for unrestricted employment in the United States.

OTHER INFORMATION

This position is exempt from the civil service and considered temporary in nature.

Therefore, if you are appointed to the position, your employment will be considered to be "at will," which means that you may be discharged from your employment at the prerogative of your department head or designee at any time.

Salary commensurate with prior work experience. Please express your interest by sending comprehensive resume and cover letter to:

Donna Mau
donna.mau@hawaii.gov

Application Deadline: July 30, 2021 at 4:00pm HST

AN EQUAL OPPORTUNITY EMPLOYER