

# PROMOTIONAL & OPEN COMPETITIVE

EXAMINATION ANNOUNCEMENT

HUMAN RESOURCES OFFICE

**(PLEASE POST PHYSICALLY)**

It is the policy of the State Board of Education, Commonwealth of the Northern Mariana Islands, that the Public School Human Resources System shall be applied and administered according to the principles of equal employment opportunity. Applications shall be evaluated regardless of age, race, gender, sexual orientation, religion, political affiliation or belief, marital status, disability, or national origin.

Applicants for this position must be a U.S. Citizen or be eligible and authorized to work in the U.S., including the Commonwealth of the Northern Mariana Islands.

## **POSITION/TITLE: Social Marketing Specialist**

EXAMINATION ANNOUNCEMENT NO: **PSS-2021-068**

OPENING DATE: **July 1, 2021**

CLOSING DATE: **July 15, 2021**

SALARY: Pay Level: **Ungraded**; Step(s): **Ungraded**; **\$30,000.00** Per Annum

BENEFITS: Salary commensurate with qualifications and experience, plus excellent benefits (including Health/Life Insurance, Retirement Benefits, and Paid Leave/Holidays).

LOCATION: **Office of the Student Support Services**

## DUTIES & RESPONSIBILITIES:

Under the general supervision of the AWARE Project Director the Social Marketing Specialist will be responsible in promoting the programs & activities throughout the communities of Saipan, Rota & Tinian; will be the lead coordinator for the media ad campaigns & community outreach program marketing, translation & cultural adaptations of materials, related to the Project HALIGI goals, will provide presentations & trainings.

- Provides digital, in-person and news media outreach for Project HALIGI AWARE
- Generate, edit, publish and share daily content (original text, images, video or HTML) that builds meaningful connections and encourages community members to take action
- Grow and expand project social media presence into new social media platforms, plus increases presence on existing platforms including Facebook, LinkedIn, Twitter, TikTok, Snapchat and Instagram
- Creates and distributes engaging written or graphic content in the form of e-newsletters, web page and blog content, or social media messages
- Develop an effective relationship with the student serving agencies, maintain contact with all involved stakeholders
- Researches and monitors activity of community partners and similar agencies to help strengthen mental health awareness and community collaborations
- Actively work toward the inclusion of all stakeholders in Project HALIGI AWARE
- Participate in and attend specialized training related the Project
- Assist with publication and announcements of trainings, in-services, conferences
- Participates in data collection, interpretation, behavioral Health Disparities Impact Statement Report, planning meetings on interventions, effectiveness, and modification to services to identified subpopulations quality improvement, and methods for the

development of policies and procedures to ensure adherence to the National Standards for Culturally and Linguistically Appropriate Services (CLAS) in Health and Health Care.

- Commute to various locations within the CNMI, travel to Rota/Tinian for promotion of events
- May include travel to Rota/Tinian and possibly off island US based training.
- Attend all scheduled meeting and provide regular updates to the Project Director and complete all reports and documentation as required
- Other related duties as assigned

#### QUALIFICATION REQUIREMENTS:

- Graduation from High School or equivalent and at least one (1) year in related field (education/mental health/communications) and at least one (1) year in social marketing experience.

#### ADDITIONAL QUALIFICATIONS:

- Good interpersonal and communication skills. Communicate effectively both orally and in writing, including giving and receiving feedback
- Awareness of and sensitivity to cultural issues and local community practices.
- Ability to work as part of a team. Strong staff collaboration is a standard at the PSS.

#### KNOWLEDGE, SKILLS AND ABILITIES (KSAs)

- Excellent oral and written communication skills;
- Content Creation, Graphic Design, Experience with Digital Production Platforms or Applications
- Working knowledge of major Social Media Platforms Preferred experience working with youth, subpopulations, familiarity with cultures/languages.
- Ability to motivate others to reach their fullest potential;
- Excellent Office Automation Skills (Microsoft Word, Excel, Outlook)
- Excellent Oral & Written Skills | Grammar/Style
- Excellent Record Keeping Skills | Filing & Document Management

#### APPLICATION REQUIREMENTS:

THE FOLLOWING LIST OF REQUIRED DOCUMENTS MUST BE SUBMITTED TO BE CONSIDERED FOR THIS POSITION:

1. COMPLETED PSS EMPLOYMENT APPLICATION FORM;
2. COPY OF DIPLOMA/DEGREE;
3. OFFICIAL TRANSCRIPTS (SEALED) *MUST BE SENT DIRECTLY TO THE HR OFFICE FROM THE ACCREDITED INSTITUTION AND/OR THE NATIONAL ASSOCIATION OF CREDENTIAL EVALUATION SERVICES (NACES)*;
4. POLICE CLEARANCE *FROM THE MOST RECENT PLACE OF RESIDENCE (WITHIN THE PAST SIX MONTHS)*;
5. VERIFICATION OF EMPLOYMENT; AND
6. MEDICAL CLEARANCE *(ONLY REQUIRED UPON OFFER FOR EMPLOYMENT)*.

OTHER DOCUMENTS MAY BE REQUESTED AND MUST BE SUBMITTED TO BE CONSIDERED FOR THIS POSITION (IF THE PSS DETERMINES IT TO BE APPLICABLE):

1. CERTIFICATE/LICENSE (Teaching, CPA, Bar, SPHR, etc.)
2. RESUME
3. PRAXIS SCORES
4. TRAFFICE CLEARANCE

INTERESTED APPLICANTS MAY OBTAIN AND SUBMIT COMPLETED APPLICATION FORMS AND ALL REQUIRED DOCUMENTS TO THE PSS HUMAN RESOURCES OFFICE AT CAPITOL HILL, BUILDING 1202, ISLETA COURT, SAIPAN or VIA EMAIL TO: LUCRETIA DELEON GUERRERO AT [LUCRETIA.DELEONGUERRERO@CNMIPSS.ORG](mailto:LUCRETIA.DELEONGUERRERO@CNMIPSS.ORG), THE HUMAN RESOURCES OFFICE AT [PSSHR@CNMIPSS.ORG](mailto:PSSHR@CNMIPSS.ORG) or MAILED TO: CNMI PUBLIC SCHOOL SYSTEM, ATTN: HUMAN RESOURCES OFFICE, P.O. BOX 501370CK, SAIPAN, MP 96950, TEL. NOS. (670) 237-3037/3052.

*YOUR APPLICATION FORMS MUST BE RECEIVED BY THE PSS HUMAN RESOURCES OFFICE ON OR BEFORE THE CLOSING DATE OF THE POSITION ANNOUNCEMENT.*

Human Resource Office Use ONLY		
FLSA Status: Non-Exempt	Salary Grade/Step: Ungraded	Duty Station/Location: Saipan