

**TEXAS DEPARTMENT OF CRIMINAL JUSTICE  
JOB DESCRIPTION**

POSITION TITLE: PROGRAM SPECIALIST IV –  
Recruiting and Retention

SALARY GROUP: B20

DEPARTMENT: Training and Leader Development Division

Page 1 of 3

CERTIFICATION: I certify that, to my knowledge, this is an accurate and complete description of the essential functions and the conditions required for this position.

APPROVED BY: Pedro Colon DATE: 01/21/2022

POSITION #: 037099

**I. JOB SUMMARY**

Performs highly complex consultative services and technical assistance work. Work involves planning, developing, and implementing an agency program; and providing consultative services and technical assistance to program staff, governmental agencies, community organizations, and the public. Works under limited supervision with moderate latitude for the use of initiative and independent judgment.

**II. ESSENTIAL FUNCTIONS**

- A. Performs a variety of technical, research, planning, policy, program assessment, and administrative activities in recruiting program areas; coordinates the research, writing, editing, and production of social media content and materials; conducts interviews, researches sources, and ensures the completeness and accuracy of printed and online materials; provides consultative services and technical assistance regarding public information options and programs; and analyzes content for accessibility and recommends changes to make content accessible and remediate accessibility issues.
- B. Purchases and procures commodities, equipment, and services; requisitions and orders merchandise, supplies, and equipment; prepares and reviews purchase orders; prepares, reviews, and tabulates bids and orders to determine those which provide the best value; and audits invoices to check for accuracy, receipt of material, and compliance with purchase orders.
- C. Markets programs to the community to encourage and improve interest in the programs and to secure support for the programs; coordinates and conducts surveys to determine the effectiveness of marketing practices and potential for new markets; provides guidance and information on marketing programs and products; assists with conducting market research; and assists with the development and implementation of marketing plans and promotional campaigns.
- D. Assists in designing, evaluating, reviewing, recommending, implementing, updating, and maintaining a records and information management program; assists with gathering records to respond to open records requests; and assists with setting up and utilizing records management systems and formulating filing systems.

**TEXAS DEPARTMENT OF CRIMINAL JUSTICE  
JOB DESCRIPTION**

POSITION TITLE: PROGRAM SPECIALIST IV –  
Recruiting and Retention

SALARY GROUP: B20

DEPARTMENT: Training and Leader Development Division

Page 2 of 3

- E. Gathers, analyzes, and documents user requirements, business processes, and problems to automate and improve existing automated systems; develops, documents, and revises system design procedures, test procedures, and quality standards; monitors the maintenance and enhancement of routine computer systems to ensure proper functionality; participates in user acceptance testing and testing of new system functionality; and identifies potential project risks and difficulties and designs strategies to mitigate or avoid them.
- F. Directs, oversees, evaluates, conducts, and organizes regional, statewide, and national hiring events, job fair participation, special events, and programs; and provides technical assistance in the program areas.
- \* Performs a variety of marginal duties not listed, to be determined and assigned as needed.

**III. MINIMUM QUALIFICATIONS**

**A. Education, Experience, and Training**

- 1. Bachelor's degree from a college or university accredited by an organization recognized by the Council for Higher Education Accreditation (CHEA) or by the United States Department of Education (USDE). Major course work in Business Administration, Marketing, Public Relations, Criminal Justice, or a related field preferred. Each year of experience as described below in excess of the required two years may be substituted for thirty semester hours from an accredited college or university on a year-for-year basis.
- 2. Two years full-time, wage-earning advertising, marketing, social media content production, or technical program support experience.
- 3. Recruiting or talent acquisition experience to include the use of applicant tracking systems preferred.
- 4. Experience in the coordination of regional advertising and marketing campaigns to include television, radio, print, and digital formats preferred.
- 5. Experience in managing social media forums for a business or corporate entity preferred.
- 6. Experience in coordinating job fairs and managing hiring events preferred.
- 7. Correctional officer, law enforcement, or U.S. military experience preferred.
- 8. Valid Class C Driver License.

Must maintain valid license for continued employment in position.

**TEXAS DEPARTMENT OF CRIMINAL JUSTICE  
JOB DESCRIPTION**

POSITION TITLE: PROGRAM SPECIALIST IV –  
Recruiting and Retention

SALARY GROUP: B20

DEPARTMENT: Training and Leader Development Division

Page 3 of 3

**B. Knowledge and Skills**

1. Knowledge of the principles and practices of public administration and management.
2. Knowledge of applicable state and federal laws, rules, regulations, and statutes.
3. Knowledge of recruiting and retention methods, procedures, and techniques preferred.
4. Knowledge of social media platforms to include Facebook, LinkedIn, Google+, Twitter, Flickr, YouTube, Instagram, and other emerging platforms.
5. Knowledge of agency and departmental organizational structure, policies, procedures, rules, and regulations preferred.
6. Skill to communicate ideas and instructions clearly and concisely.
7. Skill to coordinate with other staff, departments, officials, agencies, organizations, and the public.
8. Skill to review technical data and prepare technical reports.
9. Skill in administrative problem-solving techniques.
10. Skill to interpret and apply rules, regulations, policies, and procedures.
11. Skill to compose content for online and social media distribution.
12. Skill to monitor program compliance with established policies, procedures, rules, regulations, and guidelines.
13. Skill in the use of computers and related equipment in a stand-alone or local area network environment.

**IV. ADDITIONAL REQUIREMENTS WITH OR WITHOUT REASONABLE ACCOMMODATION**

- A. Ability to walk, stand, sit, kneel, push, stoop, reach above the shoulder, grasp, pull, bend repeatedly, identify colors, hear with aid, see, write, count, read, speak, analyze, alphabetize, lift and carry under 15 lbs., perceive depth, operate a motor vehicle, and operate motor equipment.
- B. Conditions include working inside, working around machines with moving parts and moving objects, radiant and electrical energy, working closely with others, working alone, working protracted or irregular hours, and traveling by car, van, bus, and airplane.
- C. Equipment (machines, tools, devices) used in performing only the essential functions include computer and related equipment, calculator, copier, fax machine, telephone, dolly, and automobile.