

**A COMPLETED STATE OF TEXAS APPLICATION AND A RESUME ARE REQUIRED
TO APPLY FOR THIS JOB.**

**NOTE: You must apply at WorkInTexas.com (Job Posting ID No. 17048907)
Internal Job Posting Number: OPIC 2026 – 001**

CLASSIFICATION TITLE: Information Specialist III	FUNCTIONAL TITLE: Social Media Design Editor
SUPERVISOR NAME/TITLE: David Bolduc, Public Counsel	Salary Range: \$52,000 - \$75,000
OPENING DATE: July 31, 2026 CLOSING DATE: When filled	START DATE: Immediate

NOTE: To apply for this position, you must submit BOTH a State of Texas employment application AND a resume as instructed below.

GENERAL DESCRIPTION:

Do you have a passion for public service and enjoy making a difference? Do not miss this opportunity! The Office of Public Insurance Counsel (OPIC) is hiring! Apply now if you are looking for a chance to build valuable skills and experience in public service while working directly with legal and subject matter experts. OPIC represents consumers as a class in matters regarding insurance, helps create and maintain a balanced insurance marketplace, and educates consumers about insurance.

You will love the benefits of working at OPIC:

- Career Development and Advancement Opportunities.
- Flexible work schedules.
- Telework Program.
- Work-life balance.
- At least 96 hours (12 workdays) of accrued vacation a year (depending on total years of state service).
- At least 96 hours (12 workdays) of accrued sick leave a year (depending on total years of state service).
- 20+ holidays every year.
- Free Austin Capitol Complex parking.
- Free comprehensive medical insurance for full-time employees; the state pays 50% of premium costs for dependents.
- State-defined benefit retirement plan.
- Health insurance upon eligible retirement after 10 years of service.

OPIC is a small, dynamic state agency statutorily charged with representing the interests of Texas consumers in insurance matters. The agency offers excellent benefits and an opportunity to gain exposure to the inner operations of government and administrative regulation in the nation's second largest insurance market while providing information and resources that will make a positive difference in the lives of Texans.

GENERAL JOB DESCRIPTION

The Information Specialist III develops, creates, and produces content and materials for release to various communications media (broadcast, print, digital, social) and for use by the agency, public, industry, and government. This position is responsible for creating, publishing, and curating high-quality content for social, web, email, and print mediums. Content created by the Information Specialist is used by insurance consumers, the insurance industry, and policymakers.

The Information Specialist III performs highly complex (senior-level) informational and communications work, may assist others in performing work of greater complexity, may rely on direction from others to solve problems that are not standard, and may independently perform a full range of communications work. This full-time position works under limited supervision, with moderate latitude for the use of initiative and independent judgment.

This position will:

- Coordinate preparation and distribution of organizational publications, news and informational releases, talking points and scripts, advisories, newsletters, fact sheets, and content for websites and social media.
- Coordinate the illustrative, photographic, or audiovisual content of products.
- Analyze reports on social media activity and its effectiveness.

QUALIFICATIONS

Minimum Qualifications:

- Education: Graduation from an accredited college or university with a degree in marketing, communications, writing, media design, business administration, political science, public affairs, or another relevant field.
- Experience: Minimum 2 years of experience in social media management, communications, digital marketing, or a related field is preferred. Each additional year of related experience above the required minimum may substitute for education on a year-for-year basis. Applicants selected for interviews must provide a portfolio of work.

Experience Qualifications:

Candidates must have:

- Demonstrated experience writing for various mediums such as print, web, and social.
- Demonstrated experience writing various products such as social media posts, online articles, press releases, and reports.
- Demonstrated experience managing social media channels such as X, Facebook, Instagram, and LinkedIn.
- Demonstrated experience developing different types of graphical assets.
- Demonstrated experience editing written materials for grammar, clarity, and tone.

Beneficial if candidates have:

- Experience in the insurance industry or in government.

- Experience developing an effective communications or digital marketing plan.
- Experience using analytics, UTMs, etc. to measure and improve communications strategy.
- Experience with video storytelling.
- Experience using accessibility and disability standards.

Knowledge, Skill, and Ability Qualifications:

Candidates must have:

- Knowledge of the effective use of common social media platforms.
- Knowledge of digital marketing, strategy, and metrics.
- Skill in writing and editing.
- Skill in creating content for social media platforms.
- Skill in graphic design.
- Skill in using Adobe Creative Suite tools, especially Photoshop, Illustrator, and InDesign.
- Skill in using Microsoft 365 tools.
- Ability to research, synthesize, and convey technical information to non-technical audiences.
- Ability to design communication materials related to the goals and priorities of the agency.
- Ability to think critically, analyze carefully, organize confidently, work independently, exercise sound judgement, and exercise discretion.
- Ability to manage multiple tasks, priorities, and meet deadlines.
- Ability to work cooperatively with others in a professional office environment.

Prefer candidates have:

- Skill developing social media strategy and quantifying its effectiveness.
- Skill conducting keyword research, implementing SEO strategies, and using Google Ads and Analytics.
- Skill developing or helping to develop branding and style guides.
- Skill using AP, MLA, or Chicago Manual of Style conventions.
- Ability to speak and write Spanish are a plus.

Beneficial if candidates have:

- Knowledge of the effective use of organic search, paid search, and paid advertising on various social media platforms.

OTHER CONDITIONS

Candidates must be willing to maintain the security and integrity of the critical infrastructure belonging to the State of Texas that they use in their work. Candidates must not be employed by or have any connection or continuous connections to any governmental entity or political apparatus of a country listed in 15 C.F.R. §791.4.

REMARKS

The position is full-time (40 hrs./wk.) and offers some flexibility in scheduling.

OPIC uses E-Verify. The completion of an I-9 Form is required prior to employment.

TO APPLY

To apply, you **MUST** submit a **State of Texas employment application AND resume** at WorkInTexas (<https://www.workintexas.com/vosnet/default.aspx>). A State of Texas employment application can be found at <https://www.twc.texas.gov/sites/default/files/busops/docs/state-of-texas-applications-e-133-twc.pdf>.

Applications must be fully complete, with a detailed job history, including job title, employment dates, employer name, supervisor's name and phone number, and a summary of responsibilities. Incomplete applications may lead to disqualification. Please be aware that a resume will not be accepted in place of a completed State of Texas employment application.

For additional information about the position and benefits, please go to www.WorkinTexas.com and search for job number 17048907.

You may be requested to provide your resume, references, educational transcript(s), and samples of your work.

AN EQUAL OPPORTUNITY EMPLOYER

OPIC does not discriminate based on race, color, religion, sex, national origin, age, disability, or veteran status.

For information about military occupations that relate to the initial selection criteria and requirements for this position, see the Texas State Auditor's Military Crosswalk at <http://www.hr.sao.texas.gov/CompensationSystem/JobDescriptions>.