

## POSITION DESCRIPTION A

Employee Name: \_\_\_\_\_  
Agency: **Board of Water and Soil Resources (BWSR)**  
Classification Title: **State Program Administrator Coordinator**  
Working Title: **Communication Program Coordinator**  
PCN: 00189890  
Prepared By: Jenny Gieseke, Manager of Organizational Effectiveness

Acknowledgement that Position Description accurately reflects current job:

Employee	Date	Supervisor	Date
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### POSITION PURPOSE:

This position is responsible for planning, developing and managing the Communication program statewide for the Board of Water & Soil Resources.

### REPORTABILITY:

Reports to: This position reports to the Manager of Organizational Effectiveness for direct daily activities and indirectly to the Assistant Director of Strategy and Operations.

Supervises: No direct supervisory responsibilities, but substantially responsible for leadership and direction to BWSR staff on communication issues.

### DIMENSIONS:

Budget: NA

Clientele: Management, Board and staff of BWSR, members of the legislature, legislative staff, Governor's office, members of the media, representatives of other state agencies (primarily the MN Pollution Control Agency and the MN Department of Natural Resources), local government officials, staff members of local government organizations, members of regulated sectors, public and private parties, members of stakeholder groups

## **POSITION DESCRIPTION B**

### *Principal Responsibilities, Tasks and Performance Indicators*

- 1. Coordinate the BWSR Communication Program so that the agency's mission and strategic priorities are communicated and fulfilled, BWSR's communication priorities are identified and achieve desired outcomes, and BWSR proactively responds to internal and external needs.**

Priority	% of Time	Discretion
<b>A</b>	<b>25</b>	<b>A</b>

#### Tasks:

- 1) Develop, implement and evaluate an internal communication strategy for BWSR, including goals and objectives, timetables, work plan, and evaluation methodology
- 2) Develop, implement and evaluate an external communication strategy for BWSR including goals and objectives, a timetable, work plan, and evaluation methodology
- 3) Develop outcomes and measures to determine the success of BWSR's communication strategies and overall program.
- 4) Develop internal tracking documents such as comprehensive annual communication calendars, social media and public relations metrics that benchmark activities, progress and results.
- 5) Manage activities of any consultants, contractors, or BWSR staff that are used in communication program development
- 6) Act as Agency lead in website redesign and maintenance activities
- 7) Develop a solid working relationship with members of the media, inform them of BWSR communication efforts, and ensure the timely notice of agency news.
- 8) Represent the Agency at interagency communication director meetings
- 9) Collaborate with BWSR management and staff to establish priorities, coordinate the planning, design and production of agency outreach materials, including brochures, reports and other materials to maintain consistency and quality.
- 10) Coordinate with BWSR managers, BWSR staff and MN.IT staff to provide regular, systematic updates to clientele.
- 11) Ensure compliance with relevant laws, rules and policies.
- 12) Establish effective lines of communication within and outside of BWSR
- 13) Provide performance information to BWSR management when needed.

#### **PERFORMANCE INDICATORS:**

- a) The BWSR Communication program is well coordinated and appropriately comprehensive to meet BWSR's needs.
- b) Helpful, clear and timely assistance is provided to BWSR staff in establishing priorities, production and consistency of BWSR's outreach materials.

- c) Increased visibility, recognition and placement of BWSR in media outlets and social media.

**2. Identify and guide BWSR staff in work related to communications.**

Priority	% of Time	Discretion
<b>A</b>	<b>15</b>	<b>A</b>

Tasks

- 1) Develop and maintain a system for ensuring communication and outreach connect to agency branding efforts and are distributed appropriately among sections.
- 2) Collaborate with Managers and other BWSR staff to proactively map out communication efforts including identification of target audiences, development of communication objectives and key messages, as well as strategies for implementation, and evaluation of success.
- 3) Provide training to BWSR staff on communication related topics such as Plain Language, Branding, media relations, grammar and style.
- 4) Provide editing, and messaging expertise and feedback for program reports and publications, ensuring that consistent communication standards are used throughout BWSR publications.

**PERFORMANCE INDICATORS:**

- a) BWSR staff produce consistently high quality communication and outreach materials.
- b) BWSR staff receive assistance in communication plan development, editing, messaging and other writing assistance in a timely fashion.
- c) BWSR staff receive solid strategic advice on communication and outreach

**3. Lead the coordination and implementation of specific BWSR projects or program-based communication activities and publications**

<b>Priority: A</b>	<b>% of time: 20</b>	<b>Discretion: B</b>
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Tasks:

- 1) Gather, write, edit, design and produce, using a variety of media, stories on local conservation projects and accomplishments that “tell the story” of BWSR in meaningful ways to a diverse audience with a particular focus on Clean Water, Outdoor Heritage and other dedicated funding source projects.
- 2) Develop and implement program specific communication plans within and between departments. Work with Agency sections on specific programs and projects to manage schedule, production and distribution process.
- 3) Design content and visual layout of reports, fact sheets, and materials needed for

distribution to meet legislative mandates and clearly communication agency and program needs, goals, objectives and outcomes.

- 4) Schedule and support required weekly, monthly, and annual publications. This includes BWSR's internal weekly email, monthly "Snapshots" newsletter, and legislative reports and reporting requirements, including Clean Water, Outdoor Heritage and other dedicated funds. Work with other BWSR staff to gather, write, edit and lay out articles for the publication, and to create graphic elements and needed. Manage production and noticing process.
- 5) Work across sections to facilitate coordinated communications initiatives utilizing a variety of media, including traditional, innovative and social media.
- 6) Evaluate the effectiveness of communication plans using identified metrics and data.

**PERFORMANCE INDICATORS:**

- a) Communication plans include attainable goals, deadlines and identified tasks/staff
- b) CWF, Outdoor Heritage and other dedicated fund communication and reporting requirements are met on time; meeting and or exceeding minimum standards
- c) Stories are written and designed for intended audience and measures show effective/successful results
- d) Marketing and communication efforts are well planned and well executed.

**4. Develop and lead Work Groups/Project Teams for internal and external communication related projects.**

**Priority A**

**% of time: 5**

**Discretion: B**

Tasks:

- 1) Develop project plans and identify key personnel to carry out projects
- 2) Coordinate the prioritization process for team activities
- 3) Create measures of success or metrics for Communication related projects
- 4) Identify and recommend process changes communication work based on project results, as needed.

**PERFORMANCE INDICATORS**

- a) Communication project plans are developed and implemented on schedule
- b) Communication projects are evaluated using identified measures of success and metrics, and communicated to Management.

**5. Provide communications materials and guidance to BWSR clientele and partners.**

**Priority: B**

**% of time: 10**

**Discretion: A**

## Tasks

- 1) Develop, plan and coordinate public/partner relations activities in partnership with local, state and federal government partners, especially those that partly comply with M.S. 103C.401 regarding informing the public about activities of soil and water conservation districts and watershed districts.
- 2) Act on opportunities to partner with Association and LGU leaders to ensure development of joint communication messages and accomplishments.
- 3) Develop templates, messages and media releases on behalf of clientele and partners as needed.
- 4) Provide training to clientele on communication related topics such as Plain Language, Branding, “Telling your Story”, media relations, etc.

## **PERFORMANCE INDICATORS**

- a) BWSR clientele and partners receive effective assistance with media relations and receive appropriate news coverage on topics relevant to BWSR programs.
- b) Information about the activities of BWSR and partners is readily available for local elected officials and other key audiences.
- c) Innovative strategies are employed in addition to traditional methods such as news releases and fact sheets.
- d) BWSR clientele and partners receive solid strategic advice on communication and outreach

## **6. Plan and Coordinate BWSR’s media relations/public relations efforts**

**Priority: A**

**% of time: 15**

**Discretion: A**

## Tasks:

- 1) Implement BWSR’s media relation strategy
- 2) Write news/press releases, articles, tip sheets, fact sheets and media advisories that promote BWSR’s mission, programs, accomplishments and activities.
- 3) Develop, follow and maintain media policies and guidelines; especially for communication with the Governor’s office.
- 4) Identify opportunities for, and arrange interviews that promote BWSR’s mission, programs, accomplishments and activities.
- 5) Provide interview support and guidance to staff.
- 6) Coordinate news conferences and media events as appropriate. Create talking points and media packets for news conferences.
- 7) Serve as media contact for all news releases and serve as the information office as appropriate, coordinating with all appropriate partners including the Governor’s office.
- 8) Monitor news coverage and news clippings. Supply key staff with newspaper, TV and

radio clippings as appropriate.

- 9) Identify and grow new media/news prospects.
- 10) Create and maintain a searchable archive system of BWSR news coverage.

#### **PERFORMANCE INDICATORS**

- a) BWSR uses media effectively to inform elected officials, partnering organizations and the public about the agency's mission, accomplishments, programs and activities.
- b) News conferences are well planned and executed using materials and media packets that are well presented and professional.
- c) News media receive timely and responsive help with requests for information
- d) BWSR's Executive and Assistant Directors, managers and staff receive professional preparation for interviews.
- e) News coverage is effectively monitored. Affected staff receive media clippings in a timely manner.

#### **7. Plan and carryout BWSR's web-based communication efforts**

**Priority: A**

**% of time: 5**

**Discretion: A**

##### Tasks:

- 1) Plans and implements the design, structure and implementation of BWSR's social media infrastructure (Twitter, Facebook, YouTube, etc.).
- 2) Develops content for Social Media
- 3) Collaborates with other BWSR staff to adapt content of educational materials for the website and social media.
- 4) Reviews and updates previously developed website content to ensure information is current and accurate
- 5) Monitors the organization of BWSR's website to ensure content is fresh, accurate, and presented in a clear, easy to navigate manner, meeting all ADA requirements.
- 6) Collaborates with BWSR staff to identify current issues and needs for which website and social media content should be developed
- 7) Coordinates with BWSR staff and partners to develop new web-based outreach materials.
- 8) Analyzes consumer use data of website and social media. Recommends and implements changes based on analysis.

#### **PERFORMANCE INDICATORS**

- a) BWSR's web-based communications effectively inform elected officials, partnering organizations and the public about the agency's mission, accomplishments, programs and activities.
- b) BWSR's social media strategy has increased BWSR's visibility and reach

- c) Social media posts are timely and informative
- d) Web-coverage is effectively monitored, and evaluated.

**8. Plan and carry out other assigned tasks and responsibilities as required or assigned so that BWSR's communication efforts function efficiently.**

**Priority: B**

**% of Time: 5**

**Discretion: B**

Tasks:

- 1) Draft reports or elements of reports as assigned.
- 2) Participate in various special projects or on special committees, teams, as directed by the supervisor.

**PERFORMANCE INDICATORS**

- a) Tasks completed in appropriate timeframe

## **POSITION DESCRIPTION C**

Nature and Scope:

### **RELATIONSHIPS**

This position reports directly to the Manager of Organizational Effectiveness. This position works with staff at all levels of the agency, including the Executive Director, Assistant Directors, program managers and program support staff. This individual provides communications, publications, and public relations expertise to a variety of programs and clients. The individual has the authority to plan, manage, and implement public relations and communications programs and works in conjunction with other staff to implement various facets of these programs. This position will be required to establish and maintain productive working relationships with the clientele listed, including the Governor's office and staff.

Building and maintaining effective relationships will be an important part of this position. BWSR has a unique model of delivering state programs to and through the local government level, and the implementation of the BWSR Communication Program must enhance that model and the relationships with BWSR. He or she must have the ability to establish cooperative and effective working relationships with news media, other state agency personnel, local units of government, federal agency personnel, legislators, legislative staff, stakeholder groups, non-profits, the Governor's office and a variety of vendors.

### **KNOWLEDGE, SKILLS AND ABILITIES**

This position holder must have a Bachelor's degree and experience in journalism, English, communications, public relations or closely related field. The incumbent must have advanced-level knowledge of communication and public relations principles and practices. This incumbent must have demonstrated success and experience working with media, conducting public relations campaigns and communications programs. The position holder must have strong creative skills, and the ability to communicate technical, complex issues to broad audiences using a variety of traditional and innovative approaches. He or she must be self-motivated and be able to work effectively under pressure of time constraints with competing priorities and adequately plan to meet deadlines. The incumbent must be able to lead, coordinate, review, and direct the work of professional staff to assure that all BWSR's communication efforts are high quality. The incumbent must also have experience evaluating program results and developing recommendations.

Knowledge and experience with the structure of state and local governments, understanding of their roles and relationships in the management of natural resources and knowledge of communication strategies for local and state elected officials and working within the state agency communication systems is strongly desired. The employee must have excellent oral and written communication skills which include the ability to present, discuss and explain controversial matters in a professional manner, and the ability to conduct public speaking



engagements in an interesting and informative presentation. It is essential that the employee is able to work independently without close supervision and have good human relations skills in order to work with divergent groups; this includes the ability to work with a number of entities in the development and coordination of this program.

The position requires the ability to think strategically and knowledge of how to plan, develop, implement, and evaluate and public relations programs, marketing campaigns, and communications plans.

In addition the employee must have:

- Proven experience in writing for diverse audiences in accepted journalistic style
- Solid verbal communications skills
- Experience editing and coaching others on successful writing and communication strategies
- Basic proficiency in desktop publishing, computer graphics and photo editing applications Knowledge of and experience using social media tools
- Strong Media relations skills
- Strong organization and planning skills that are focused on obtaining results

The position must also have experience in; photography; special events coordination; project planning and management; print production and graphic arts; understanding of web-based communication strategies and budget management.

### **PROBLEM SOLVING**

This is a program that has a high visibility and accountability level. Challenges will include working closely with agency staff and clientele who may have varying opinions about priorities BWSRs Communication Program, as well as different philosophies. The incumbent must solve problems related to: (1) the amount of scrutiny and media attention BWSR programs and activities may have (2) how communication efforts are best delivered (3) how to work with any resistance BWSR communication, messaging or resulting recommendations. The employee must anticipate program involvement and seek opportunities to plan communications strategies with Management, identify potential problems and risks, and make recommendations for action.

### **FREEDOM TO ACT**

Within established policy guidelines the position has considerable independence and freedom to act in areas related to the fulfillment of job responsibilities. This position has the authority to work directly with clientele and to independently solicit input from BWSR, state and local agency officials, and private or academic expertise as needed. This position will, however, be expected to advise the supervisor of emerging issues and work activities and discuss policy implications of work activities with the supervisor and/or other managers as necessary.