



**NORTH DAKOTA
CLASS DESCRIPTION**

ND Human Resource Management Services
Phone: (701) 328-3290

Class Code: 0530

DIRECTOR, COMMUNICATIONS & MARKETING - BANK OF NORTH DAKOTA

GRADE O

SCOPE OF WORK:

Work involves directing the communications and marketing department of the Bank of North Dakota (BND) and overseeing the internal/external public relations, marketing, and communications strategies of the Bank. This position reports to the Bank President.

DUTIES PERFORMED:

- Develop, direct, and implement statewide, regional, and national communication and marketing initiatives for the Bank and Bank sponsored programs.
- Conduct research on demographics and psychographics and evaluate target environment to determine most effective marketing and communication strategies.
- Analyze and approve product development and advertising plans for print, web, newsletter, and electronic media.
- Develop requests for proposals, evaluate proposals and bids, and negotiate and approve contracts.
- Interview and select staff members; manage assigned staff by planning and assigning work duties, developing and implementing work standards, coaching and mentoring, implementing performance management measures, initiating and carrying out disciplinary measures as required, and providing training opportunities.
- Develop and monitor budget; approve expenditures.
- Establish and maintain relationships with customers, the public, and media representatives; represent BND at state, regional, and national public events to direct awareness of programs and services.
- Administer trademarking and registering of goods and services.
- May serve as spokesperson for the Bank, its programs and services; prepare and present information regarding services, projects, and issues; coordinate preparation of multi-media presentations, public meetings, displays, and dissemination of information through publications, news conferences and releases, multi-media productions, web sites, and other communication channels.
- Direct, establish, and implement agency communications efforts for public events.
- Partner with service areas to provide internal and external communications, public relations, and media advisory.

NOTE: The duties listed are not intended to be all-inclusive. Duties assigned any individual employee are at the discretion of the appointing authority.

MINIMUM QUALIFICATIONS:

Requires a bachelor's degree with a major in journalism, marketing, English, communications, public relations, or business or public administration, and four years of work experience related to the duties to be performed. Work experience must have included management of staff and programs or projects.

Eff. Date: 04/07

Rev: 07/12 – Conversion to Hay System