



**NORTH DAKOTA
CLASS DESCRIPTION**

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

Class Code(s): 0820

BUSINESS COMMUNICATIONS SPECIALIST
GRADE K

SCOPE OF WORK:

Work involves establishing, implementing, and enforcing guidelines and standards to ensure quality in the development and dissemination of the agency's business communications through a variety of formats, including but not limited to the Internet, printed resources, video productions, and display boards. Work may also include coordinating and directing the design and development of multi-media products as well as the retention of business communications.

DUTIES PERFORMED:

- Establish and implement guidelines and standards for format and design of the agency's educational or informational resources; approve proposals for modification; monitor compliance to guidelines and standards.
- Develop design concepts and mock layouts of web site pages, brochures, and other documents; compose educational and information brochures, bulletins, etc.
- Provide research and technical assistance to staff charged with writing documents, reports, proposals, etc.; edit and approve or make recommendations for changes to web site page content, brochures, technical assistance manuals, and other resources.
- Review products for reader interest, appropriateness, grammar, spelling, punctuation, accuracy, technical soundness, and conformity to established guidelines.
- Provide cost and time estimates for the development of informational materials.
- Ensure compliance with state and federal laws and rules pertaining to the publication, dissemination, and retention of business communications.
- Maintain inventory of slides, photos, clip art, videos, artwork, and other materials developed for multi-media productions.
- Operate a variety of computer hardware and software, cameras, decks, recording and duplicating equipment.

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 in business education, journalism, English, communications, public relations, or a related field, and two years of related work experience. Work experience is considered related if it is substantially similar to the

duties assigned and provides a fully qualified working level of knowledge, skill, and ability to do the work assigned.

Eff. Date: 5/00

Rev: 7/12 – Conversion to Hay System