



**NORTH DAKOTA
CLASS DESCRIPTION**

ND Human Resource Management Services

Class Code(s): 0923

Phone: (701) 328-3290

COMMUNICATIONS DIVISION DIRECTOR, DOT

GRADE O

SCOPE OF WORK:

Work involves directing activities of the Communications Division of the Department of Transportation. The Division is responsible for preparing and communicating information about Department programs, projects, initiatives, and activities. The individual in this position reports to a deputy director.

DUTIES PERFORMED:

- Plan, develop, implement, direct, and evaluate the Department's communication strategy and program; establish Division goals.
- Serve as the Department's spokesperson; prepare and present information regarding services, projects, and issues; coordinate preparation of multi-media presentations, public meetings, department displays, and dissemination of information to the public through publications, news conferences and releases, multi-media productions, web sites, and other communication channels.
- Develop policies and standards for the development and presentation of Department communications; ensure compliance of web sites.
- Design programs to provide information and education to the public, businesses, and governmental agencies about transportation-related laws, safety, and current issues.
- Develop Division budget; monitor status of budget, goals, and programs, and adjust as necessary.
- Select communications consultants; oversee the development and management of contracts with communication consultants.
- Communicate with other divisions to gather information and coordinate work activities to accomplish the communication goals of the Department.
- Develop the Division staffing plan; provide leadership, supervision, and direction to staff.
- Coordinate the planning, design, execution, and analysis of the Department's customer satisfaction surveys.

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, 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. A master's degree may substitute for one year of the work experience requirement.

Eff. Date: 1/06

Rev: 7/12 – Conversion to Hay System