



**NORTH DAKOTA
CLASS DESCRIPTION**

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

Class Code(s): 6005

COMMUNICATIONS MANAGER

**ND GAME AND FISH
GRADE M**

SCOPE OF WORK:

Work involves direction and oversight of all North Dakota Game and Fish Department communication activities in close coordination with agency administration and division leaders to formulate communication plans and strategies that promote awareness, understanding, interest, and acceptance of agency programs and policies.

DUTIES PERFORMED:

- Develop and direct Game and Fish Department communications projects including planning efforts and budget.
- Provide direction and supervision to Communications Section staff.
- In conjunction with Division Chiefs and department administration, identify agency communications needs; participate in agency management team meetings.
- Oversee and evaluate all Game and Fish communication projects including North Dakota OUTDOORS magazine, agency website information, weekly and special news releases, weekly webcast, broadcast television news and special video productions, agency publication management, phone and email public information services outreach biologist radio programming, and public information events and education efforts.
- Direct, establish, and implement agency communications efforts for public events.
- Engage at the level required in all Game and Fish communications project activities including writing, photography, videography, website content management, public appearances, event planning and others.
- Develop and continually enhance expertise in use of communications strategies to include social media.
- Ensure all strategic goals clearly align to the mission and values; ensure the mission and values are applied in day-to-day operations.

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 communications, public relations or administration, journalism, or English and four years of directly related professional work experience. At least one year of the work experience requirement must have included working in a supervisory capacity.

Eff. Date: 05/02

Rev: 07/12 – Conversion to Hay System

Rev: 12/16 – updated and revised scope of work and duties