



Job Class: Natural Resources Bureau Administrator

Working Title: Director of Communications

Job ID: 41620
Location: St. Paul
Full/Part Time: Full-Time
Regular/Temporary: Limited
Who May Apply: Open to all qualified job seekers
Date Posted: 09/25/2020
Closing Date: 10/09/2020
Hiring Agency/Seniority Unit: Department of Natural Resources (DNR)
Division/Unit: Operation Services Division
Work Shift/Work Hours: Day Shift, 8:00am - 4:30pm
Days of Work: Monday - Friday
Travel Required: Yes
Salary Range: \$44.86 - \$64.35 /hourly; \$93,667 - \$134,362 /annually
Bargaining Unit/Union: 220/Managerial Plan
Classified Status: Unclassified
FLSA: Exempt Executive
Connect 700 Program Eligible: No

Job Summary

The Communications Director leads the development and implementation of a cohesive communication strategy aimed at informing and engaging Minnesotans through high quality communications that effectively convey and promote Minnesota DNR's work and priorities.

To accomplish this, the Communications Director manages a communications office of 45 staff and provides strategic leadership for, and coordination of, a larger team of communications professionals that spans DNR's seven divisions and four regions. This requires a collaborative and inclusive management style, expertise in strategic communications and public relations across media types, and the ability to align varied communications with DNR priorities and messaging.

The Director also serves as a key advisor to the Commissioner's Office on communications strategy and public relations and is a member of the DNR's Senior Management Team. The Director is the primary point of contact with communications staff from the Governor's Office, partner agencies and organizations, and media outlets, and often acts as a spokesperson for the department on high-profile issues.

The successful candidate will be motivated, innovative and hardworking; have a track record of managing professionals charged with communicating complex issues using a variety of mediums and tools; and possess strong teambuilding skills

needed to foster collaboration across work units and with fellow senior managers in the DNR and state government as a whole.

The successful candidate will also come with ideas and expertise for reaching new audiences and modernizing the DNR's communication strategies, and will embrace the opportunity to serve Minnesota through accomplishing the DNR's mission and strategic goals in an inclusive manner.

Minimum Qualifications

- Bachelor's degree in communications, marketing, public relations, journalism, English or a related field; alternatively, a Bachelor's degree in a natural resources or environmental field with work experience in communications.
- Five years of experience in a managerial role within a communications, public relations or marketing organization or department, where the role included supervising staff, planning and executing communications and public relations initiatives, managing a budget, and guiding an integrated team of professionals.
- Proven ability to consistently form strong, trusting relationships both within and outside a complex organization, including managing effective teams both within and outside of direct line authority, collaborating with colleagues to achieve tangible goals, and establishing and maintaining a professional network of both traditional and new media.
- Excellent communications skills, suitable for internal and external audiences, including listening, speaking, writing, editing, and significant experience with plain language communication.
- Experience with the use of a variety of media outlets/approaches, social media and other tools to develop and deliver strong, positive messages and important information to new and more diverse audiences in a timely fashion.
- Strong project management skills with ability to supervise multiple projects proactively.
- Familiarity with creating and implementing content marketing strategies.
- Extensive leadership skills, including a demonstrated understanding of and ability to practice servant leadership.

Preferred Qualifications

- Ten years of professional experience in communications, public relations or marketing in a managerial or leadership role.
- Experience working in a natural resources or environmental agency or organization.
- A deep understanding of how to connect with audiences, build external support, and remain flexible in the face of a rapidly changing media landscape.
- Experience integrating issues of diversity, equity, and inclusion into external and internal messages.
- Experience serving as the public relations lead or key advisor for an organization that tackles complex, often controversial, public policy or natural resources matters.

Physical Requirements

Requires occasionally lifting and/or carrying such articles as file folders, ledgers, and small tools.

Required to maintain a stationary position for long periods.

Additional Requirements

This position requires successful completion of the following:

It is policy of the Minnesota Department of Natural Resources that all candidates submit to a background check prior to employment. All job offers are contingent upon passing the following components:

1. Criminal history check
2. Employment reference checks
3. SEMA4 record check

Why Work For Us

The Minnesota Department of Natural Resources is proud to operate within a Culture of Respect that provides a healthy, safe, and productive work environment for all employees. This means that our employees are supportive of a diverse workplace and are respectful to one another and to our customers. We believe that promoting a Culture of Respect allows our employees to do their best work in support of the department's mission.

GREAT BENEFITS PACKAGE! The State of Minnesota offers a comprehensive benefits package including low cost medical and dental insurance, employer paid life insurance, short and long term disability insurance, pre-tax flexible spending accounts, retirement plan, tax-deferred compensation, generous vacation and sick leave, and 11 paid holidays each year.

How to Apply

Click "Apply" at the bottom of the page. Please attach both your cover letter and resume. If you have questions about applying for jobs, contact the job information line at 651-259-3637. For additional information about the application process, go to <http://www.mn.gov/careers>.

Contact

If you have questions about the position, contact Dontelle Hosley at Dontelle.Hosley@state.mn.us or 651.259.5310.

AN EQUAL OPPORTUNITY EMPLOYER

The State of Minnesota is an equal opportunity, affirmative action, and veteran-friendly employer. We are committed to providing culturally responsive services to all Minnesotans. The State of Minnesota recognizes that a diverse workforce is essential and strongly encourages qualified women, minorities, individuals with disabilities, and veterans to apply. Minnesota Department of Natural Resources (DNR) encourages participation in all its programs, services and activities and does not discriminate against qualified applicants with disabilities. Anyone who believes they may need a reasonable accommodation in order to fully participate in the job application, interview or selection processes may contact any agency official with whom applicant has contact in the processing of their employment application to request an accommodation. Applicants may also contact the DNR's Affirmative Action office to request an accommodation by: E-mail: ADAdiversity.DNR@state.mn.us or by calling Sarah Spence-Koivisto at 651-259-5016; or using MN Relay 711.