

JOB DESCRIPTION
FOR
NORTH DAKOTA ASSOCIATION OF COUNTIES

FUNCTIONAL TITLE: Government/Public Relations Specialist	REPORTS TO: Assistant Director of Policy & Programs
ORGANIZATIONAL UNIT: Various Depts.	FLSA STATUS: Exempt-Administrative
INCUMBENT: Donnell Hushka	APPROVED BY: Executive Director
DATE: February 3, 2014	REVISED: March 1, 2016

PRIMARY PURPOSE:

Under general supervision, this position is established to provide government consultation, policy analysis, and training to Association leadership, staff, and county officials. The position will serve as a government relations representative for the Association and its member associations and assist in coordinating a full-scale legislative program on a year-round basis. The position is also responsible for coordinating NDACo's association management responsibilities for the North Dakota Auditor's and North Dakota Treasurer's Associations, and providing general support to NDACo's overall public relations efforts.

ESSENTIAL FUNCTIONS (Fundamental Job Duties):

Government Relations: (50% per Month)

- E1. Participate in planning and management of the necessary board, committee, and member meetings to identify and prioritize key issues and concerns to be advanced to state agencies and the legislature.
- E2. Assist in the development of plans and strategies for addressing the key issues and concerns, considering the overall goals of the association, its member associations, and the overarching issues of county government.
- E3. As appropriate, interact with departments of the executive branch of state government to seek inclusion of legislation in their packages of legislation.
- E4. Develop relationships with, and an understanding of, allied associations to develop coalitions to advance legislative priorities.
- E5. Seek legislative sponsors and advocates from both parties for proposed legislation.
- E6. Study legislation proposed by others to determine possible effects on citizens, counties, county officials, and the associations.

E7. Confer with legislators and officials to emphasize supposed weaknesses or merits of specific bills to influence passage, defeat, or amendment of measure, or introduction of legislation more favorable to associations' interests.

E8. Plan and coordinate member testimony and meetings between members and elected officials to discuss legislative issues and proposals and allow officials to respond to membership concerns.

E9. Write and distribute position papers on current issues for legislators and grass-roots lobbying, prepare news releases and informational pamphlets, and conduct news conferences in order to state association's views and to inform public of features of proposed legislation considered desirable or undesirable.

E10. In conjunction with other NDACo staff, regularly report to executive boards or legislative committees concerning the progress of key issues.

E11. In conjunction with other NDACo staff, educate and assist county officials in the fundamentals of grass-roots lobbying, and coordinate their participation in the legislative process.

E12. Manage communications on social media and legislative blog to inform members of legislative updates on a timely basis.

E13. In conjunction with other NDACo staff, prepare, produce and distribute reports on legislative events and the current status of bills of interest to county officials during the legislative session, including the posting of pertinent legislative information to the NDACo website and distributing copies of committee rosters and other documents.

Member Association Management: (25% per Month)

E14. Serve as the primary point of contact for NDACo's contract for association management services for the North Dakota Auditors and the North Dakota Treasurers Associations. Shall have the title of Executive Director for these member associations.

E15. At the direction of the member association presidents, represent the associations at state and national meetings and act as a spokesperson for the associations. Manage the correspondence of these member associations as appropriate and directed by their presidents.

E16. Coordinate NDACo's participation with the executive boards of these member associations in developing a vision and strategic plan to guide the organizations, as well as identifying, assessing and informing their executive boards of internal and external issues that affect the organizations.

E17. Coordinate NDACo's support to the presidents and executive boards of these member associations for the preparation of meeting agendas and supporting materials, for assisting with in the review and dissemination of financial materials to the membership, and for advice regarding federal and state laws, regulations and reporting requirements unique to the finances of Associations.

E18. Coordinate NDACo's support to the presidents and executive boards of these member associations for their training needs and annual conference planning, including facility arrangements and negotiations.

E19. Organize the planning of member association conferences as directed by their executive board, including venue, training, and sponsorships.

E20. Lead legislative efforts for member association by holding weekly calls, emailing weekly reports and schedules and coordinating legislative action plans

Public Relations: (25% per Month)

E21. Assist the Communications Manager in all aspects of public relations and media relations, including issuing news releases, organizing news conferences, responding to media requests.

E22. Assist the Communications Manager in the planning and development of all print, audio, video, and multi-media materials necessary for the promotion of NDACo and its member associations.

E23. Assist the Professional Development and Events Manager and other NDACo staff in planning for conference and training events, particularly in the preparation of print, audio, video and multi-media materials necessary for the promotion of these events.

E24. Develop and manage NDACo social media accounts, reviewing and organizing information to push out on social media platforms.

E25. Develop videos for Excellence in County Government awards, President’s Tour, and for the promotion of other events.

E26. Assist other staff members with marketing/PR for NDACo programs and projects as needed.

The above statements are intended to describe the general nature and level of work performed by people assigned to this job classification. They are not intended to be an exhaustive list of all skills, effort, responsibilities, and working conditions required of people assigned to this job classification.

<u>FACTOR</u>	<u>DATA/COMMENTS</u>
• <u>SKILL</u> Education:	Bachelor’s degree in a job-related field such as public administration, business administration, communications, or human resource management.
Experience	5 or more years job-related experience in government relations, public relations, and/or professional communications. 6-12 months OJT to learn and apply office policies and procedures.
Complexity	This job requires a relationship between the incumbent and data which is most characterized by coordinating or determining time, place, and sequence of operations, or action to be taken on the basis of analysis of data; executing determinations and/or reporting on events. This job requires a strong knowledge of North Dakota and national political arenas and people. Rating someone at the coordinating level means that they are coordinating the activities of other people as well as their own. This job requires a relationship between the incumbent and people which is most characterized by: negotiating or exchanging

ideas, information and opinions with others to formulate policies and programs and/or arrive jointly at decisions, conclusions, or solutions to problems. Negotiating implies two or more people are involved.

This job requires a relationship between the incumbent and things which is most characterized by: handling: using body members to work, move, or carry objects or materials.

Must excel in developing and maintaining strong personal relationships to create a positive and enthusiastic image of the Association.

Must work independently with good judgment and initiative.

Must analyze and report complex information.

- **EFFORT**
Mental Demands

The reasoning demands in this job are most characterized by applying principles of logical thinking to define problems, analyze data, establish facts, and draw valid conclusions. Interpreting an extensive variety of technical instructions in mathematical or diagrammatic form; dealing with several abstract and concrete variables.

The mathematical demands in this job are most characterized by dealing with practical application of fractions, percentages, surplus, and deficit.

The language demands in this job are most characterized by reading public information and legislation; writing speeches, legislative analysis, and critiques; applying the theory, principles, and methods of effective and persuasive speaking, discussion, and debate.

- **Physical Demands**

Manual dexterity is regularly required to operate office equipment such as a PC. Sits at a desk on a frequent to regular basis. Stands and walks occasionally. Bends and stoops occasionally to file records and reports. Drives/operates a motor vehicle on an occasional basis.

Overall, the fundamental job duties require physical exertion which is most characterized by non-sedentary work or exerting 50 pounds maximum and occasionally lifting and/or carrying. The job is defined as one which involves sitting; a certain amount of walking; standing; loading, handling and driving a vehicle, often necessary in carrying out fundamental job duties.

- **RESPONSIBILITY**
Decision Making

Evaluates information and formulates generalizations, judgments, and decisions; communicates ideas orally and in writing; accomplishes association and member association goals and

objectives within cost and time constraints; acquires contemporary knowledge of and implements innovations in events and services. Decision errors, if any, could cost time, money or public or employee goodwill; delays in important projects/schedules are likely.

Contacts Frequent to regular contacts with management, staff, county officials, legislators, general public, media, vendors, city, state and federal government agencies. Makes presentations, decisions, and/or commitments that could have a very serious impact on the overall long-term success of the Association.

Supervision of Others Limited to administrative support personnel, for those job functions necessary to successfully fulfill the incumbent's duties.

Supervision Received Works under general supervision. Objectives and assignments are set jointly by Assistant Director of Policy and Programs and employee. Follows "standard operating procedures" (SOP) such as unit policy/procedure manual. Works alone and checks with Assistant Director of Policy and Programs on deviations from SOP. Flexibility.

• **WORKING
CONDITIONS
Environment**

Regular inside office environment. Occasional in-state travel to attend various job-related meetings. Occasional out-of-state travel will be necessary to attend trainings or conferences. Estimated number of days of overnight travel per year essential to performing the job is 15-25;

Working before or after traditional office hours is anticipated. The estimated number of before/after work meetings per year essential to performing the job is 40-50.

Hazards/Stress Accidents are negligible; incumbent operates a vehicle occasionally. Occasional to frequent variations in work projects and priorities may cause pressure to meet scheduled deadlines.

*Regular = 67% of the work time or greater; frequent = 34 - 66% of the time; occasional = 12 - 33% of the time; rare = less than 1 hour in an 8-hour shift.