

## Communications Supervisor

### I. KIND AND LEVEL OF WORK

Under administrative direction, an employee in this class supervises technical and professional state employees performing a range of communications activities such as graphic design, outreach, marketing, website development, social media coordination, and/or media relations, etc.

The Communications Supervisor serves as a communications expert, providing consultation in the areas of communications strategy and planning, message development, public engagement, development of marketing and outreach materials, media relations, and digital and graphic design.

### II. DISTINGUISHING CHARACTERISTICS

The Communications Supervisor differs from professional Communications Specialists in that it supervises state employees planning and implementing communications activities. Positions lead the development and implementation of agency or division communications, marketing, and outreach; advise leadership on strategy; and may serve as a spokesperson for an agency or division.

The Communications Supervisor differs from the Communications Manager 1 in that the supervisor performs communications work while also supervising state employees. Communications Supervisors typically report to a Communications Manager or Division Director. In contrast, positions in the Communications Manager series direct a major communications function at an agency; determine overall communications objectives, priorities, and policies; and provide broad oversight to state employees performing communication work.

### III. EXAMPLES OF WORK/DUTIES

- Supervises state employees in accord with labor agreements and M.S. 179A.03 and ensures that staff effectively perform assigned job duties; assigning and controlling the flow of work; writing and revising position descriptions; training; recommending hiring and disciplinary actions; and conducting performance evaluations.
- Plans and develops communications activities to use fiscal and human resources effectively and efficiently by aligning these resources with objectives and goals; working

with leadership in setting priorities for the unit; ensuring that plans and procedures are developed and revised; and by estimating expenditures.

- Participates in strategic planning and special projects to identify goals and objectives and develop communications plans.
- Represents the agency at meetings or events with governmental officials, the media, clients/customers, the public, and other stakeholders to provide information and respond to questions.

#### **IV. KNOWLEDGE, SKILLS, AND ABILITIES**

##### *Knowledge of:*

- Supervision, human resources policies, procedures, and labor contracts sufficient to interview and select staff, assign, schedule, direct, train, evaluate work performance, and discipline reporting program staff.
- Principles and practices of journalism and media relations sufficient to serve as a spokesperson on issues, develop working relationships with the media, foresee potential media issues, and advise management and staff on media relations strategies.
- The agency's mission, goals, programs, operational issues, delivery structure, policies, procedures, and governing laws sufficient to represent the agency accurately and effectively in communications to the media, the public, and key stakeholders.
- Communications planning and strategies sufficient to survey the communications environment, develop goals and objectives, develop effective messaging, define target audiences, select appropriate strategies, incorporate feedback mechanisms, and evaluate the effectiveness of communications plans over time.

##### *Skill in:*

- Writing and editing for a variety of print and digital publications sufficient to review and approve the work of others and produce communication materials for dissemination to broad audiences.

##### *Ability to:*

- Identify and negotiate differences between individuals and groups in relation to communication goals, target audience, and communication tactics sufficient to build support for communications proposals and strategies.
- Define the parameters of a problem, identify methods for implementing solutions, and take actions for resolution.

#### **LICENSURE/CERTIFICATION/STATUTORY REFERENCES**

N/A

## SPECIAL WORK CONDITIONS

N/A

## REFERENCES

Former title(s):

## REVISION HISTORY

Established 03/2023

Revised