

DHHS COMMUNICATIONS AND LEGISLATIVE SERVICES ADMINISTRATOR

DESCRIPTION: Under administrative direction of the Director of Finance and Support, administers and provides leadership for the development and implementation of programs and policies relating to the Communications and Legislative Services Division in support of the Health and Human Services System desired outcomes. Incumbents are responsible for public information/outreach, media relations, public education resources, social marketing, and legislative liaison services; performs related work as required.

EXAMPLES OF WORK: (A position may not be assigned all the duties listed, nor do the listed examples include all the duties that may be assigned.)

Administers the planning, development, and implementation of policies and procedures that inform the public, media, and government officials about program and policy issues that support the Health and Human Services System.

Administers the division budget to include preparation and monitoring of budget proposals for operational, program and staff expenditures.

Determines, acquires, and allocates staff, facilities, equipment, and other resources to accomplish program goals and objectives.

Evaluates records and reports of work production, costs, staff, and equipment usage to determine approaches to increase program and operational cost effectiveness and to determine if services provided are meeting desired outcomes.

Provides leadership and directs the work activities of professional, technical, and support staff; confers with and counsels staff to exchange information and ideas; explains policies/standards/procedures; identifies solutions to work related issues; determines the allocation of staff resources to projects/teams based on the employee skills and current workload; and develops individualized staff training plans to ensure customer needs are met efficiently and effectively.

Facilitates the interaction, both internally and externally, with public and private audiences by preparing speeches, newsletters, presentations, and reports, by providing information and referral services, and by providing technical assistance to communities.

Facilitates the coordination of media initiatives and inquiries, including news releases, news conferences, and media campaigns.

Facilitates technical assistance services for publications, videos, web pages, multimedia, video conferences, communications, and public affairs issues.

Administers the development and implementation of promotional strategies to affect behavioral change by strategically partnering with the research and planning functions and communities through systematic audience research and assessments.

Coordinates system legislative package and actively tracks and responds to related legislation; facilitates testimony, public information, and legislative relations; and coordinates state responses to federal legislative issues.

Coordinates the design and facilitation of printed material, and maintain the inventory of product files.

Administers the development and implementation of public relations marketing campaigns including identification of system marketing needs and targeted audiences; the preparation of marketing campaigns, brochure script writing and publication coordination, video script writing and coordination with video camera technicians, and public announcements; and the development of other marketing materials and strategies.

Formulates system strategy for media response to highly sensitive and controversial issues, balances ethics and privacy with the public's right to know, and anticipates approaches taken by media to ensure their possession of adequate information to develop accurate reports.

Facilitates collaboration and participation of cross-functional teams to integrate policy development with related programs serving service delivery and policy development teams.

Streamline programs and processes for efficient and effective customer service and product delivery.

Interacts with management staff and/or team coordinators to promote communication and interaction between system divisions and/or teams, and to gather information and provide feedback to improve overall program effectiveness.

FULL PERFORMANCE KNOWLEDGE, SKILLS AND ABILITIES REQUIRED: (These may be acquired on the job and are needed to perform the work assigned.)

Knowledge of: Professional and Technical - the scope and impact of the operations administered and their relationship with programs, functions, and organizations both inside and outside the system; the mission, goals, and objectives of the system; the organizational structure, functional relationships, and administrative processes; the principles and practices of administration including planning, organizing, staffing, and budgeting; governmental relations; social marketing strategies and principles; organizational and technical writing skills; and promotional/educational techniques and practices; computer software/hardware technology; video and audio production technology; legislative process; audience research techniques.

Ability to/Skill in: Strategic Planning and Evaluation - effectively perform long range strategic planning for the allocation of human and technical resources in a complex environment; evaluate policy and technical options and plans of administrative action as solutions to system-wide issues and problems; be responsive to changes in directions, priorities, and values of agency mission and strategy; identify target audiences; effectively work with governmental agencies and subdivisions, the public, and the media in a positive and productive manner; evaluate and assess the effectiveness of system public relations activities; identify relevant audiences and develop effective communication; apply principles and practices of good public relations and good ethics to operations of system-wide information policies, programs, and activities; change priorities quickly to respond to crisis.

Business and Organization - demonstrate a consistent focus on minimizing expenses while maximizing business results; demonstrate a sense of urgency and commitment to meet or exceed financial and productivity outcomes; emphasize the importance of and demonstrate logical, systematic approaches to the accomplishment of tasks; identify obstacles and potential delays to implementation of initiatives; recognize opportunities for improvements and recommend changes in process, practice, and procedures to enhance business results; manage multiple projects and competing priorities; understand system business operations and services, the current and future issues that confront the organization, and the cultural/value systems that impact organizational effectiveness; develop methods for analyzing organizational environment and corporate culture; take informed, calculated risks and accept responsibility for failures and mistakes, as well as accomplishments and successes; take action to control or minimize unnecessary error or risk, identify alternatives, and develop contingency plans.

Teamwork/Leadership - establish and model high performance standards characterized by integrity; earn the trust and respect of others by coaching, inspiring, and empowering teams to achieve strategic objectives; share information with the team and key stakeholders; meet commitments; recognize and respect the contributions and needs of each individual; actively seek involvement and use input from people with different perspectives; build and maintain productive working relationships with staff and senior management teams.

Customer Focus/Service Orientation - partner with other organizational leaders to develop systems that ensure service delivery effectively meets consumer needs; balance stakeholder needs and expectations; anticipate and champion customer needs and expectations across functions; treat customers as business partners; ensure customer needs are consistently satisfied with the highest quality standards; evaluate and respond to internal and external customer requests and requirements with commitment to managing value for overall net gain to the customer.

Accountability/Management of Resources - implement systems that ensure quality services are provided through team and individual work efforts; take initiative in establishing appropriate action processes and alternatives to avoid potential problem situations and/or to increase the probability of accomplishing desired outcomes; identify appropriate resources and uses them efficiently; express ideas for continuous improvement and follows through to deliver results and products of excellent quality; weigh the risks and benefits associated with multiple alternatives in making effective and timely decisions; anticipate and prepare for trends, influences and change to effectively allocate resources and implement appropriate business initiatives.

Problem-Solving - develop and apply effective approaches to analyze and solve problems; take a well-ordered approach to solving problems and uses sound judgment in making decisions despite obstacles and/or resistance; recognize problems and identify underlying causes; effectively evaluate situations and make sound decisions while involving others in the decision making process; analyze, design, and develop computer solutions for complex systems.

Communication/Networking - listen effectively and communicate intended or desired information through appropriate organizational channels; develop informal, cooperative relationships among diverse, multi-functional units throughout the organization to influence the acceptance of ideas or plans; influence organizational change by communicating a clear identity and mission that will stabilize and direct others; establish and use organizational networks to accomplish objectives; identify the critical issues to be communicated in complex situations; select the best method of communicating messages by taking into account the impact on and response from different audiences and cultures; constructively manage conflict by seeking areas of common agreement; negotiate and compromise to create "win-win" solutions; communicate complex concepts effectively to both technical and non-technical personnel.

Creativity and Flexibility - continuously bring new and innovative ideas into the organization; apply new and evolving ideas, methods, and technologies to traditional patterns of thinking; respond undauntedly to changes in direction and priorities and willingly accept new challenges, responsibilities, and assignments; seek out information, expertise, and/or resources to creatively resolve issues or develop new ideas; structure discussions, situations, and assignments to encourage creativity; approach situations, challenges, or business proposals from differing perspectives; respond appropriately to changes in direction and priorities; capitalize on opportunities and provides ingenuity, innovation, and creativity.

JOB PREPARATION GUIDELINES: (Entry knowledge, skills and/or abilities may be acquired through, BUT ARE NOT LIMITED TO, the following coursework/training and/or experience.)

Any combination of training and/or work experience that will enable the incumbent to possess the required knowledge, skills and abilities. The minimum qualification guideline for positions in this class is a Bachelors' degree in communications, journalism, public administration or related field and management experience in public relations, communication, education, marketing, budget preparation, program management, program analysis/evaluation, human resources management, and policy development and implementation.