



Scott O. Arneson
County Administrator
Scott.arneson@co.goodhue.mn.us
509 West 5th Street
Red Wing, MN 55066

Date: September 10, 2024

To: Personnel Committee
County Board of Commissioners

Re: Outreach and Communications Specialist – Request to hire

As you know, our Outreach and Communications Specialist, Briggs Tople, recently resigned, leaving a vacancy in our public communications efforts.

This role is critical to maintaining clear and consistent communication between County Administration, department heads, Emergency Management, the HHS Emergency Preparedness Coordinator, and HHS communications staff, ensuring the public stays informed. In addition to managing press releases, social media, the website, and news flashes, this position plays a key role in a wide variety of special projects on behalf of the County Board and Administration. These projects include sustainability initiatives, equity efforts, business and housing webinars, housing subcommittee tasks, community branding, legislative and grant processes, Broadband, and work on state and federal projects. Additionally, the role supports county events and oversees the development of essential communication tools such as the unified county logo, letterhead, presentation templates, and email signatures, along with their associated policies.

Attached is the current position description, which has been evaluated at a Grade 113 on the county pay scale. The only update made was the inclusion of audio/video responsibilities related to the upgraded technology in our conference and board rooms. While this position does not require Personnel Committee or County Board approval for replacement, it has been referenced during recent budget workshops. With that in mind, I wanted to provide an opportunity for any further discussion before we move forward with filling the vacancy.

Find your Good here.

GOODHUE COUNTY POSITION DESCRIPTION

Position Title: **Outreach and Communications Specialist**

Supervisor(s): County Administrator

Phone Number: 385-3001

Department: Administration

Location: Government Center (Red Wing, MN)

Date: January 2022

PRIMARY OBJECTIVES OF POSITION:

Under the general direction of the County Administrator, this position is responsible for working with Emergency Management, HHS Emergency Preparedness Coordinator and HHS Communications Staff, Department Heads, Managers and County Administration to provide more clear and consistent communications to the public. Beyond working on items such as press releases, social media, website, news flashes this position will also work on various special projects of the County Board and County Administration such as sustainability, equity, economic development and housing, webinars, subcommittees, community branding, state and federal projects, county events, communications policy, creating a unified county logo, letterhead, presentation template, email signature, etc.

JOB TASK AREAS OF RESPONSIBILITY:

ESTIMATED PERCENTAGE OF TIME:

These examples do not include all possible tasks in this work and do not limit the assignment of related tasks in any position of this classification. Regular attendance according to the position's management approved work schedule is required for all positions.

% OF TIME	TASKS
Administrative 35%	<ol style="list-style-type: none">1. Investigates opportunities to effectively and efficiently promote Goodhue County's mission; participates in marketing activities to promote signage.2. Engages in creating a positive and professional image by writing or selecting favorable material and distributing it through various communication media including social media outlets.3. Performs desktop publishing using Adobe Creative Suites (including Photoshop, Illustrator and InDesign) to create or enhance various publications and signage. Proofreads and edits documents for overall quality.4. Make recommendations to the County Administrator and professional staff for communications, planning, message development, and execution.5. Works collaboratively with the County Administrator, Board of County Commissioners, and County executives to provide strategic leadership to the Public Information and Communications function of Goodhue County Government.6. Provides leadership to the County in the areas of public information and communications support for public information, community relations, and presentation of the County and its services.7. Setup, operate, and maintain audio and video equipment for events and board meetings.

<p style="text-align: center;">Special Projects</p> <p style="text-align: center;">15%</p>	<ol style="list-style-type: none"> 1. Acts as project manager/participant on assigned projects. 2. Manages events including planning, coordination and execution of special events, legislative workshop and county fair to raise the profile of Goodhue County. 3. Assists with planning and supports emergency and disaster communications. 4. Responsible for various complicated, difficult, and politically sensitive projects as assigned by the County Administrator and Board.
<p style="text-align: center;">Internal & External Client Work</p> <p style="text-align: center;">50%</p>	<ol style="list-style-type: none"> 1. Works with internal clients to develop communication goals, identify appropriate audiences, develop messages, and recommend appropriate communication tools and venues to accomplish goals. Research, develop, write and implement strategic communication and outreach plans 2. Copywrites and edits internal and external correspondence including news releases, listservs, social media, talking points, speeches, external and internal web content, letters, communication plans and presentations for a broad range of audiences including elected officials, general public and internal staff. Updates external website. 3. Manages media relations as assigned working with various media outlets such as newspapers, radio and television stations to generate positive and accurate media coverage, monitor online and print media, write, edit and distribute news releases. Manage incoming media inquiries and proactively pitch news stories. 4. Participates in strategic and operational decisions and implementation in order to achieve department goals in the areas of processing, production and distribution of publications, websites and other work products 5. Works with appropriate vendors in printing publications, online and print advertising, and contracted photography. 6. Coordinates the County's presence and participation in social-media. 7. Consult with internal clients to develop communication goals, identify appropriate audiences, develop messages, and recommend appropriate communication tools and venues to accomplish goals. Research, develop, write and implement strategic communication and marketing plans and recommend effective use of marketing budget.

The essential functions of this position are listed above. Additionally, regular attendance at work is also required in order to carry out the duties listed above.

BUDGET RESPONSIBILITIES:

Assists with cost projections and estimates within various grant, program and departmental budgets.

RESPONSIBILITY FOR RELATIONSHIPS:

Internal

- Daily contact by phone, email or in person with internal clients such as department heads, Commissioners, and staff regarding various communication and outreach issues and questions.

External

- Daily contact by phone, email or in person with external clients such as program partners, news relations, and staff regarding various communication and outreach issues and questions.

SUPERVISORY AUTHORITY:

Scope

Effectively Recommend		Take Action	
Hire		Hire	
Assign	X	Assign	
Direct	X	Direct	
Reward		Reward	
Transfer		Transfer	
Promote		Promote	
Adjust Grievances		Adjust Grievances	
Suspend (over 3 days)		Suspend (over 3 days)	
Discharge		Discharge	
Discipline-Oral		Discipline-Oral	
Discipline-Written		Discipline-Written	
Evaluate	X	Evaluate	
Train	X	Train	X
Demote		Demote	

SUPERVISION PROVIDED:

By the County Administrator

EXTENT OF SUPERVISION PROVIDED:

This position is under the general supervision of the County Administrator.

KNOWLEDGE AND SKILL REQUIREMENTS:

Minimum Requirements:

One of the following:

- Bachelor's degree in journalism, English, communications, mass communications, marketing, media studies, graphic design, photojournalist, telecommunications, visual communications, public administration or a closely-related field
- Two years of college plus two years of related professional experience

Note: *Experience can be substituted for education on a year-for-year basis.*

A background check is required.

Preferred knowledge and skills:

- Promotes a diverse, culturally competent, and respectful workplace;
- Demonstrated knowledge of marketing and public relations techniques, and social media trends.
- Demonstrated knowledge of Microsoft Office software including Word, Excel, Power Point, Publisher, Outlook and SharePoint, and HTML and web content publishing and management applications.
- Demonstrated ability to effectively develop, implement, and evaluate communication plans. Strong oral and written communication skills; ability to write in a variety of formats and to wide array of audiences.

- Demonstrated ability to prioritize and manage multiple projects simultaneously.
- Demonstrated ability to work independently and as an effective team member in a professional setting.

WORK ENVIRONMENT:

Conditions are primarily of an office nature. A few tasks require lifting, pulling, pushing or carrying of 25 pounds or less. There is occasional travel to other county buildings and occasional travel for attendance at training programs.

PHYSICAL REQUIREMENTS:

The duties of this position require that the candidate be able to operate different office machines including a personal computer, copier, fax machine, etc. Under normal circumstances, mental fatigue, tension and eyestrain are not excessive.

Goodhue County Working Conditions Questionnaire

Physical, Mental and Environmental Requirements

Part I: Physical Requirements

Section A

The physical mobility requirements of this job are to spend:

6	hours a day sitting
2	hours a day standing
Min	hours a day walking
Min	hours a day kneeling
Min	hours a day stooping
	miles a day walked
	feet climbed using a ladder
	feet climbed on an incline
Min	feet climbed using stairs

Section B

The physical effort requirements of this job are

	# of pounds lifted
	pounds lifted waist high
	pounds lifted shoulder high
	pounds lifted above the head

	pounds are carried alone
	pounds are carried with someone else
	distance weight must be carried (feet)
25	pounds are pushed
25	pounds are pulled
25	pounds are held

Section C

The physical dexterity requirements of this job are to operate:

X	a telephone
X	Computer/electronic equipment
	hand tools
	Electric tools
X	Manipulate small objects

Part II: Sensory Abilities

The checked items listed below are sensory requirements needed for this job. Items are critical, useful, or not required.

critical	useful	
X		see
	X	distinguish colors
X		hear or listen
		taste
		smell
X		touch
X		speak

Part III: Mental Effort

The mental efforts required on a daily basis are:

X	reading	X	Analyzing data
X	writing	X	Searching for solutions
X	basic arithmetic	X	Creating methodologies
X	mathematics	X	Conducting research
X	weighing and/or measuring	X	Managing resources
X	visualizing conclusions		Evaluating performance of others

Part IV: Work Environment

The elements of this job's work environment are (complete all that apply):

2	hours a day spent working under time pressure
2	hours a day spent working rapidly
100	% of time spent indoors
	% of time spent outdoors
	% of time spent in an automotive vehicle
80	% of time spent at a desk, bench or window
100	% of time spent in an office or control room

	The condition of the air is clean (controlled)
X	The condition of the air is normal/average
	The condition of the air is dusty/dirty
	The condition of the air is wet/humid
	The condition of the air is affected by fumes, smoke etc.

X	The noise level is normal
	The noise level is loud, requiring ear protection
X	The surface of the working environment is level
	The surface of the working environment is sloping
	The surface of the working environment is uneven
	The surface of the working environment is slippery

Part V: Additional Comments:



REQUEST TO HIRE FORM

DEPARTMENT & POSITION INFORMATION

Department: County Administration

Date: 09.4.2024

Submitter Name: Scott O. Arneson

Position Title: Outreach & Communications Specialist

Position Reports To: County Administrator

Has the job description been reviewed by the department head? Yes No

Type of Hire: Replacement (backfill) Replacing Who? Briggs Tople New Position

Classification: Full Time Part Time

Status: Permanent Temporary (67 day) Seasonal Intern – paid

How does Goodhue County staff in this position compare to similar sized counties?

Many mid-size Counties have communication staff and in some cases actual communications departments.

BUDGET & SALARY INFORMATION

Budget Impact

For new positions, please indicate whether or not the position has been budgeted for the current year.

- Replacement position in budget
 New position in budget
 New position not in budget

Has this job classification been evaluated by the Hay Group?

Yes No

FLSA Status: Exempt (salaried) Non-Exempt (hourly)

Starting Pay Grade / Step: _____ / _____

Anticipated Benefit Cost: \$ _____

Use this link for help calculating salary & benefits:
[Total Comp & Benefits Calculator](#)

Total Cost*: \$ _____

Total Budgeted: \$ 105,166

*Salary & Benefits

ADDITIONAL INFORMATION

Please explain all options and alternatives considered including mergers, transfers of duties, position elimination, impacts on county services and overtime, etc.

In 2024 this position was 50% percent general fund and 50% percent ARPA dollars. In 2025 it is proposed to be fully funded by the general fund.

Job Posting Type: Internal only Internal & External

Advertising Requested:

- ADP Career Center (includes indeed.com) County website (includes Facebook & Twitter)
 Lake City Shopper/ Graphic Republican Eagle (includes JobsHQ online)
 Cannon Falls Beacon Zumbrota Shopper
 Assoc. MN Counties (AMC) website League of MN Cities (LMC) website

Other Advertising Requested: _____

Send completed form & job description to Human Resources Director.

REQUEST TO HIRE FORM
APPROVALS PAGE

Department: County Administration

Date: 09.4.2024

Submitter Name: Scott O. Arneson

Position Title: Outreach and Communications Specialist

Position Reports To: County Administrator

HUMAN RESOURCES USE ONLY

Did HR review job description? Yes No

Recommendation: Approve Hire Deny Hire

Comments: _____

HR Director Signature: 

Date: 9/11/24

COUNTY ADMINISTRATOR USE ONLY

Disposition: Approve Hire Deny Hire Require to go to Board

Comments: Approve hire but bringing to personnel committee and Board for any input. the only recommended change is to list the av technical duties of County Board meetings.

County Administrator Signature: Scott Arneson

Digitally signed by Scott Arneson
Date: 2024.09.04 08:57:12 -05'00'

Date: _____

After final determination is made, this form should be sent to:

Person/ Department	Date & Initial	Method
<input type="checkbox"/> Human Resources Director	_____	<input type="checkbox"/> Email <input type="checkbox"/> Interoffice
<input type="checkbox"/> Department Head	_____	<input type="checkbox"/> Email <input type="checkbox"/> Interoffice