

POSITION DESCRIPTION



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| Classification title: | Director of Public Affairs and Communications |
| Working title: | Same as above |
| Salary range: | Classified |
| Job type: | Full-time |
| Reports to: | Executive Director |
| Bargaining unit status: | Exempt |
| Travel: | Extensive travel required |
| Date of revision: | January 14, 2011 |

1. **POSITION PURPOSE:** The Director of Public Affairs and Communications is responsible for implementing and sustaining an effective strategic lobbying and communications program at the Minnesota Association of Professional Employees. Taking direction from the Executive Director, the Director of Public Affairs and Communications is held accountable for the following duties and responsibilities: (i) political advocacy, (ii) communications strategizing, (iii) supervision of public affairs and communications staff, and (iv) other related tasks as assigned.

2. DUTIES AND RESPONSIBILITIES:

I. Political Advocacy: The Director of Public Affairs and Communication is responsible for directing MAPE's lobbying effort. Specific duties include:

- Meeting regularly with legislators and other public officials to persuade them to support / oppose legislation that is favorable / unfavorable to the interests of MAPE members.
- Analyzing proposed legislation to determine its potential effects on MAPE members.
- Communicating lobbying efforts to members, staff, and other relevant parties.
- Collaborating with coalitions in order to pursue a common legislative agenda.

II. Communications Strategizing: The Director of Public Affairs and Communications is expected to spearhead the overall communications strategy at MAPE. Specific duties include:

- Ensuring that the overall communications strategy at MAPE is effective.
- Overseeing and enabling the public relations and internal communications coordinators.
- Refining the strategic vision MAPE communicates to members and to the public.

III. Supervision of Public Affairs and Communications Staff: The Director of Public Affairs and Communication is charged with supervising and managing Public Affairs and Communications staff. Specific duties include:

- Assessing workload allocation and assigning tasks.
- Evaluating and remedying the performance of supervised staff.
- Coordinating the training and development of supervised staff.
- Recommending disciplinary and corrective action as needed.
- Motivating and rewarding supervised staff.
- Facilitating communication and cooperation between employees and management.
- Enforcing MAPE policies and procedures.
- Promoting harmonious employee relations through effective leadership.
- Collaborating with the Business Manager on hiring, discharge, and related supervisory functions.

IV. Other Related Tasks: The Director of Public Affairs and Communications is expected to carry out a number of related tasks. Specific duties may include:

- Serving as Acting Executive Director during the latter's absence.
- Functioning as a member of the management negotiations team in OPEIU negotiations.
- Functioning as the Executive Director's designee for Step 1 grievances in the unit.
- Coordinating training for political activists.
- Acting as an advisor to the GRC and PAC.
- Supervising MAPE's grassroots political organization.

- Cooperating with members of staff on various projects.
- Other tasks as assigned by the Executive Director.

3. **PERFORMANCE REVIEW:** The performance of the Director of Public Affairs and Communication will be reviewed bi-annually by the Executive Director and Business Manager. The purpose of the performance review will be twofold: (i) to agree to a set of concrete goals for the following six months and (ii) to assess the extent to which goals from the previous six months have been achieved. Performance targets should be based on the responsibilities and duties articulated in this position description.

4. **PERSON SPECIFICATION:** The ideal candidate for the post of Director of Public Affairs and Communication should:

- Possess a Bachelor's degree in any field and 4+ years of relevant work experience **or** have 8+ years of relevant work experience in a unionized environment.
- Have documented successes in the areas of lobbying and communications.
- Demonstrate advanced knowledge of the legislative process, trade unions, and the public sector.
- Have a thorough understanding of the principles and practice of management and human resources.
- Demonstrate superior problem-solving skills.
- Demonstrate ability to work independently and in a team.
- Communicate effectively.
- Demonstrate ability to prioritize in a multi-tasking environment.

N.B.: The goals and work activities listed in this position description are intended to describe the essential functions of the person or persons assigned to this job. They are not intended as an exhaustive list of all job duties, responsibilities, and requirements.

All MAPE staff are prohibited from any involvement in MAPE local, regional, or statewide internal politics.