

**SUPPLEMENTAL JOB DESCRIPTION**

**POSITION INFORMATION**

Job Title: 27-3030 Public Relations Specialists -7	Job Code: 27-303107	
Working Title: Director of Communications, Media, and Public Affairs	Agency: BUS & ECON AFFAIRS DEPT	Agency Code: 22
Exempt Status: <input checked="" type="checkbox"/> Exempt <input type="checkbox"/> Non-Exempt	Security Code: For DOP use only	
Position Number: 42055	Date Established: 7/17/2024	
Is position a Supervisor: <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	Date of Last Amendment: 10/8/2024	
Direct Supervisor's Position Number: 9U265	GROUP SJD Version (if applicable):	
MAJOR GROUP: 27-0000 Arts, Design, Entertainment, Sports, and Media Occupations		
MINOR GROUP: 27-3000 Media and Communication Workers		
BROAD GROUP: 27-3030 Public Relations Specialists		
Broad Group Specifications: <a href="https://apps.das.nh.gov/HRBroadGroupSpecifications/">https://apps.das.nh.gov/HRBroadGroupSpecifications/</a>		

**POSITION DUTIES AND RESPONSIBILITIES**

**Scope of Work:** The BEA Director of Communications, Media, and Public Affairs works with the Commissioner and agency leadership to develop short—and long-term goals. The role is responsible for administering the department's internal and external communication, marketing, and media budgets and strategies, including public relations/affairs, branding, marketing, and events. It focuses on economic development initiatives and their impact on the State of New Hampshire.

**Accountabilities:**

Manages internal communications systems and platforms, plans and executes in-person and virtual events, and handles all matters related to public affairs and transparency. Oversees the online presence of non-tourism-related activities for BEA and serves as the lead for the Department's websites and social media presence.

Directs internal communications efforts for the Department and all facets of statewide events management in coordination with divisional support personnel such as conferences, events, programs, webinars, etc., including planning, outreach, publicity, promotion, relevant supplies and materials, logistics, and outcomes.

Serves as a point person for the media and manages all aspects of media relations in coordination with the Commissioner. Drafts press releases and statements, issues advisories, responds to inquiries, promotes BEA and its events, and maintains positive relationships with key media staff.

Develops department's budgets for economic development-related communications/advertising and collaborative interagency initiatives. Analyzes, tracks, and makes budget projections supporting the agency's mission and goals; performs demographic and market research; purchases advertisements and supports outreach and communication for projects related to the State's economic development focus and recruitment activities to attract workforce and employers to New Hampshire.

Oversees marketing and communications teams, including contractors and vendors, in executing communication and public relations work. Develops reports, metrics, and process improvement used in support of BEA goals and to measure the effectiveness of communication, marketing, and public relations strategies.

Directs special projects as the Commissioner assigns, ensures Right-To-Know activities such as meeting notices, minutes, report disclosures, etc., and ensures materials are published/updated on the BEA website.

Ensures updates for the Nheconomy, ChooseNH, and BSP websites and the proper use of the BEA brand in materials, templates, and communications.

Maintains general knowledge of and advocacy for BEA at General Council meetings for Fiscal Committee items or in support of initiatives at hearings or legislative meetings as necessary.

<b>MINIMUM QUALIFICATIONS</b>
<p><b>Education:</b> Master's degree from a recognized college or university with a degree in public relations, journalism, marketing or other communications-related field.</p> <p><b>Experience:</b> Seven years experience in public relations/community relations, four years which must have been in a management level position involving administrative or supervisory duties concerned with program administration, program planning and evaluation or related management experience.</p> <p>OR</p> <p><b>Education:</b> Bachelor's degree from a recognized college or university with degree in public relations, journalism, marketing, or other communications-related field.</p> <p><b>Experience:</b> Eight years experience in public relations/community relations, four years of which must have been in a management level position involving administrative or supervisory duties concerned with program administration, program planning, and evaluation or related management experience.</p> <p><b>License/Certification:</b> New Hampshire driver's license for use in statewide travel.</p> <p><b>Special Requirements:</b>          Must be familiar with industry-recognized practices for creating and evaluating the website and social marketing activities. Must have extensive knowledge of the Public Relations/Communications industry. Must be familiar with media outlets in New Hampshire and New England as a whole. Knowledge of New England business conditions, economy, and cultural characteristics is recommended. Must have good time management skills and be willing to travel. Must have demonstrated written and oral communication skills. Ability to establish and maintain effective working relationships with other public relations partners, other employees, industrial executives, municipal officials, and the general public.</p>
<b>PREFERRED QUALIFICATIONS</b>
<p>Knowledge of program administration and evaluation. Knowledge of state and federal laws relating to the programs within assigned areas. Knowledge of supervision, administration, and community organization principles applicable to specialized program areas. Ability to prepare budgets. Ability to express ideas clearly and concisely both orally and in writing. Ability to evaluate and analyze program effectiveness and resource management. Ability to speak before public groups. Ability to establish and maintain effective working relationships with federal, state, and other public officials. Must be willing to maintain an appearance appropriate to assigned duties and responsibilities as determined by the agency appointing authority.</p>
<b>CAREER ADVANCEMENT OPPORTUNITIES</b>
<p><b>In-Band Advancement Available:</b> <input type="checkbox"/> Yes    <input checked="" type="checkbox"/> No</p> <p><b>Criteria:</b></p>
<p><b>Broad Group Level Advancement Available:</b> <input type="checkbox"/> Yes    <input checked="" type="checkbox"/> No</p> <p><b>Criteria:</b></p>

**DISCLAIMERS:**

The supplemental job description lists the essential functions of the position and is not intended to include every job duty and responsibility specific to the position. An employee may be required to perform other related duties not listed on the supplemental job description provided that such duties are characteristic of that job title.

The work of an employee in trainee status in this position shall be overseen by a fully qualified individual. An employee in trainee status shall meet the minimum qualifications within the period of time specified on the SJD, not to exceed one year of being hired into this position.

	Name and Title	Signature	Date
I have reviewed the content of this supplemental job description with my supervisor.			
<b>Employee</b>			
I have discussed the work responsibilities outlined by this supplemental job description with the above employee.			
<b>Supervisor</b>			
<b>Agency Human Resources</b>			
<b>Appointing Authority or Designee</b>			
<b>Division of Personnel Approval</b>	Marianne R. Rechy Classification & Compensation Administrator New Hampshire Division of Personnel		10/8/2024

**Reserved for DOP and Designees Only**

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Division of Personnel

Date Approved