**JOB ANNOUNCEMENT**

North Dakota Information Technology

**Class Name: Professional Services II**

**Working Title:** **Strategic Communications Lead**

**Location:** Telework

**Hiring Range: $5,000 – 6,500.00**

**Position No.: 112-00025503**

**Job Opening ID: 3018713**

**Closing: August 10, 2021**

**Status:** Regular, Full-time

**Type of Recruitment:** Internal/External

Do you have a strong passion to change the world? If so, this may be your opportunity. The State of North Dakota’s purpose is to Empower People, Improve Lives, and Inspire Success. North Dakota’s Information Technology organization asks itself “How might we deliver world class technology and service?” North Dakota Information Technology (NDIT) is seeking a candidate that has the same passion to Empower People, Improve Lives, Inspire Success, and deliver world class technology as a master storyteller (Strategic Communications Lead) for NDIT. The successful candidate will be a leader who enjoys working with people in a collaborative environment, who can learn quickly in a rapidly changing technology landscape, and who embodies the core values that we follow as public servants for the State of ND: Gratitude, Humility, Curiosity, and Courage.

**MINIMUM QUALIFICATIONS:**

Minimum requirements for the ideal candidate will include one of the following:

* **Bachelor’s degree** in a Communications or a closely related field and **four years** of current and progressive experience as a leader or key contributor in communications.
* Demonstrated ability to lead others to achieve strategic organizational objectives through communication efforts and products that demonstrate value, opportunities and wins.
* Creative, organized and a self-motivator that is passionate about what they do and strives to make a difference
* Experience managing strategic cross-functional projects and change processes

**SUMMARY OF WORK:**

What connects people? NDIT believes that the answer is stories. The Strategic Communications Lead will be responsible for leveraging the mission, values and differentiating elements of IT to tell a simple, yet compelling narrative of the value proposition of NDIT. Stories will be told through a lens that amplifies partnership between IT and the business in such a way that internal and external stakeholders can easily grasp. Storytelling must be personalized and customized in order to be effective for various communication platforms, marketing channels and target audiences.

Success in this role will depend on the development and distribution of an integrated communications plan that enhances and promotes NDIT’s brand, wins, opportunities, and strategic approach. The Strategic Communications Lead will employ a variety of platforms to achieve communications goals including traditional and social media, print materials, presentations, and video among others. External audiences include business partners, legislators, media, community partners, and key influencers. In addition, this position will be an internal leader of a culture of storytelling for all NDIT. This role will take direction from the CIO and report to a member of the leadership team. This role will also provide work direction to the other public information officer at NDIT.

**Duties and Tasks:**

* Oversee the integration and implementation of internal and external content, strategic communications planning, media relations, and corporate identity strategies
* Utilize storytelling effectively to share NDIT’s messaging through all media support materials (e.g. press releases, fact sheets, bios in areas as needed, website, newsletters, videos, product marketing materials, presentations, etc.)
* Implement repeatable communications processes that can scale efficiently
* Define, develop, and execute customer-focused communications aimed at demonstrating IT value, opportunities and the benefits of a centralized IT approach to our customers and legislators.
* Support the CIO and other executive team member’s writing and presentation needs—for presentations, speeches, media engagements, press releases, etc.
* Responsible for developing new strategic partnerships and programs that will further NDIT’s efforts in this area including contracts with external vendors for creative, PR, design, print, and other communication needs for NDIT on an as-needed basis.

**Application Procedures/Comments:**

Please make sure that your resume includes information to demonstrate how you meet the minimum qualifications as posted. Your work history will not be given credit if North Dakota Information Technology cannot determine that you meet the minimum qualifications.

All application material must be received on or before the closing date by 11:59 pm and must include the following documents:

* + Resume

North Dakota Information Technology does not offer or provide sponsorships. Applicants must be legally authorized to work in the United States.

For more information or if you need an accommodation, please contact: Kari Sauer, North Dakota Information Technology: Email: [itdjobs@nd.gov](mailto:itdjobs@nd.gov?subject=Question%20on%20job&body=(Please%20provide%20the%20Job%20title%20that%20you%20have%20a%20question%20about)) phone: (701) 328-1004, fax: (701) 328-3000 or TTY: 1-800-366-6888 or local at (701) 328-3190

Job Announcement Status can be viewed at: [>http://www.nd.gov/itd/working-itd](http://www.nd.gov/itd/working-itd)

* Learn more about NDIT at: [>http://www.nd.gov/itd](http://www.nd.gov/itd)
* Learn more about Employment Benefits at: [>](http://www.nd.gov/hrms/employees/benefits.aspx)<https://www.nd.gov/omb/state-employee/employment-and-compensation/benefits>
* Visit North Dakota State government: [>http://www.nd.gov](http://www.nd.gov/)

**Equal Opportunity Employer**

The state of North Dakota does not discriminate on the basis of race, color, national origin, sex, religion, age, or disability in employment or the provision of services, and complies with the provisions of the North Dakota Human Rights Act.