POSITION DESCRIPTION
North Dakota University System

PART A - Identification, Duties/Responsibilities, and Task Inventory

(#’s 1-12a must match HRMS or left blank and include a Position Request/Change form)

1. Name of Employee: TBA
2. Position #: 00102424
3. Band #:Title: 3000: Professional
4. Functional Title: Outreach Specialist
5. Please check all that apply
   5a. Type of position: ☒ Full time ☐ Part-time  IF Part-Time, FTE Percentage: _____%  
   5b. Length of Position: ☒ 9 month ☒ 10 month ☐ 11 month ☒ 12 month ☐ Other Month _____
6. Institution: University of North Dakota
7. Division: SMHS
8. Department: Center for Rural Health
9. Unit: 
10. Work Mailing Address: 1301 N Columbia Road, Stop 9037, Grand Forks ND 58202
11. Work Phone: 701-777-3848
12. Name & Title of Supervisor: Joely Lee, Web Project Coordinator
12a. Supervisor Posn #: 00017286

13. What is the function/mission of your department?

The Center for Rural Health connects resources and knowledge to strengthen the health of people in rural communities. For over 35 years, we have worked with the public and private sectors expanding a circle of partners to develop creative solutions to critical health issues. The Center is located at the University of North Dakota School of Medicine and Health Sciences in Grand Forks. Our approach is multi-disciplinary, as we create solutions to complex challenges. The Center for Rural Health works with communities, healthcare organization, healthcare providers, policy-makers, researchers, tribal nations, and rural health stakeholders.

14. What is the purpose of your position? (Why does the position exist, how does the position function within the work unit?)

This position is with the Rural Health Information Hub, a federally-funded national information center focusing on rural health issues. The position is fully supported by grant funds. This position will provide assistance and leadership in the areas of outreach and marketing for the project through developing content in a variety of formats for the RHIIhub website, ruralhealthinfo.org; promoting RHIIhub to external audiences; and working closely with program leadership to plan, facilitate, and evaluate outreach activities.

15. Is this position essential during emergencies/closures? ☐ Yes ☒ No
(Essential personnel may be required to work during emergencies and closures affecting UND depending on staffing levels required for that particular situation.)
PART A - 16. Duties/Responsibilities

⇒ Indicate Essential/Secondary. The following questions should be taken into consideration in the determination:
- Is the duty/responsibility the reason the job exists?
- Is this a highly specialized task or one that requires special education, training, licensure?
- What is the percentage of time spent on the function?
- What are the consequences to others or the institution of a failure to perform the function?

If the answer is yes, the duty is “essential”.
If the answer indicates a great % of time, the duty is probably “essential”.
If the answer indicates a high level of accountability, the duty is “essential”.

NOTE: See Position Description Instructions and examples.

<table>
<thead>
<tr>
<th>Duty/Responsibility No. 1</th>
<th>Percent of Time</th>
<th>Statement of duty/responsibility (used for evaluation/review of performance):</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>30%</td>
<td>Development of web content in a variety of formats (e.g., text, blog, video).</td>
</tr>
</tbody>
</table>

For ADA compliance, see instruction.
Responsibility is:
☑ Essential ☐ Secondary
(Please check one)

Tasks involved in fulfilling the above duties/responsibilities (include description for physical and mental/cognitive demands)

- Oversee the maintenance of web content for the “About” and “Spread the Word” section of RHIhub’s website.
- Develop new web-based products to promote the project.
- Work with editor and editorial group in the creation and maintenance of content for the RHIhub website
- Write web copy for the RHIhub website as requested by supervisor.
- Plan, oversee, and develop webinars and videos, including coordinating with partners, writing scripts, doing voice overs, editing video, working with external video production services, etc.
- Develop articles for the Rural Monitor and other publications that promote RHIhub products and services.
- Develop methods of featuring key content on the website and other RHIhub products.

<table>
<thead>
<tr>
<th>Duty/Responsibility No. 2</th>
<th>Percent of Time</th>
<th>Statement of duty/responsibility (used for evaluation/review of performance):</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>25%</td>
<td>Identify, select, and index news items related to rural health.</td>
</tr>
</tbody>
</table>

For ADA compliance, see instruction.
Responsibility is:
☑ Essential ☐ Secondary
(Please check one)

Tasks involved in fulfilling the above duties/responsibilities (include description for physical and mental/cognitive demands)

- Search daily for news pertinent to rural health using Google, WebSite Watcher, RSS feeds, newsletters, social media, and other appropriate tools
- Determine which news articles would be of interest to RHIhub users and index them for inclusion on the website, using established selection guidelines and a Content Management System.
- Assign relevant tags to news articles indexed.
- Identify news items that are especially relevant and timely to be featured on topic and state guides, the RHIhub home page, and through social media.
<table>
<thead>
<tr>
<th>Duty/Responsibility No. 3</th>
<th>Percent of Time</th>
<th>Statement of duty/responsibility (used for evaluation/review of performance):</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>30%</td>
<td>Promote RHIhub and its products and services to external audiences.</td>
</tr>
</tbody>
</table>

For ADA compliance, see instruction.
Responsibility is:
☒ Essential  ☐ Secondary
(Please check one)

Tasks involved in fulfilling the above duties/responsibilities (include description for physical and mental/cognitive demands)

- Research and contact target audiences to help them become more familiar with program services.
- Coordinate the development of promotional items and activities.
- Coordinate the selection of conferences at which to promote services, as well as the scheduling of staff to attend each conference.
- Serve as a resource to staff regarding promoting the project.
- Review products developed by staff to promote RHIhub (e.g., PowerPoint slides, handouts)
- Collaborate with other program staff on the distribution of promotional items.
- Develop and maintain relationships with key government agencies, state and national organizations, and individuals.
- Exhibit and present program services at meetings and conferences.
- Create and distribute articles, press releases, and media kits to media and external organizations.
- Contribute to the project’s Search Engine Optimization efforts.
- Contact organizations to encourage links to RHIhub’s websites.
- Coordinate RHIhub’s social media efforts, including developing a plan and calendar, working with staff to identify content to distribute, writing posts, leading Twitter chats, interacting with the public, social listening, etc.
- Develop visual content to be distributed via social media.

<table>
<thead>
<tr>
<th>Duty/Responsibility No. 4</th>
<th>Percent of Time</th>
<th>Statement of duty/responsibility (used for evaluation/review of performance):</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>10%</td>
<td>Coordinate and facilitate outreach activities in conjunction with program leadership; contribute to program management.</td>
</tr>
</tbody>
</table>

For ADA compliance, see instruction.
Responsibility is:
☒ Essential  ☐ Secondary
(Please check one)

Tasks involved in fulfilling the above duties/responsibilities (include description for physical and mental/cognitive demands)

- Lead effort to develop, maintain, and implement outreach/marketing plans for the Rural Health Information Hub.
- Work with program management, web staff, and graphic designer to maintain consistent branding.
- Assist in the planning of program activities.
- Assist in reporting to funder and Advisory Board.
- Keep supervisor informed of concerns and suggestions of external organizations.
- Work with supervisor to evaluate the success of various types of promotional activities.
Tasks involved in fulfilling the above duties/responsibilities (include description for physical and mental/cognitive demands)

- Accept opportunities to participate on committees, make presentations, and publish appropriate research or accomplishments.
- Keep current on the latest developments in the fields of rural health and information dissemination, as well as other areas of interest through proactively seeking out information, including following appropriate websites, blogs, social media and newsletters.
- Contribute to the advancement of the profession and status of the Center for Rural Health and the University.

PART B – Required Experience, Characteristics and Ability

1. EDUCATION/KNOWLEDGE REQUIREMENT - Minimum education required to perform adequately in position could reasonably be attained only by completing the following (if you were to recruit today, what qualification would you require?)

<table>
<thead>
<tr>
<th>REQUIRED EDUCATION/TRAINING (choose one)</th>
<th>Major field of study or degree emphasis (accounting, economics, etc...)</th>
</tr>
</thead>
<tbody>
<tr>
<td>☐ less than high school diploma</td>
<td>Communications, marketing, public administration, business, health-related field, will consider other degree w/direct experience</td>
</tr>
<tr>
<td>☒ high school diploma or GED</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>COLLEGE LEVEL (choose one)</th>
<th>Specialized subject knowledge (cost accounting, MACRO economics, etc.)</th>
</tr>
</thead>
<tbody>
<tr>
<td>☐ 1 year</td>
<td></td>
</tr>
<tr>
<td>☐ 2 year</td>
<td></td>
</tr>
<tr>
<td>☐ 3 year</td>
<td></td>
</tr>
<tr>
<td>☐ 4 year</td>
<td></td>
</tr>
<tr>
<td>☐ Associate’s</td>
<td></td>
</tr>
<tr>
<td>☒ Bachelor’s</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>GRADUATE LEVEL (choose one)</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>☐ 1 year</td>
<td></td>
</tr>
<tr>
<td>☐ 2 year</td>
<td></td>
</tr>
<tr>
<td>☐ post-graduate</td>
<td></td>
</tr>
</tbody>
</table>

Minimum Qualifications:

- Bachelor’s degree in communications, marketing, public administration, business, or health-related field. Will consider other degrees with directly relevant work experience.
- Excellent writing skills, with demonstrated ability to write for the web. Writing samples must be submitted at the time of application. Details provided in job announcement.
- Experience in public speaking or making presentations.
- Criminal history records check.

☑ Valid Driver’s License
☐ Other License(s) or Certification(s) __________________________________________________________
Preferred Qualifications:

- One year of directly related work experience.
- Knowledge of rural health issues.
- Experience or training with social media strategy.
- Knowledge of format, layout, design, and construction of branded materials.
- Experience working with state or national organizations to promote grant-funded activities.
- Experience working with a content management system and basic HTML.
- Experience with social media management tools and software.
- Experience using Illustrator and/or Photoshop.
- Video production skills, including scripting, voice-over, and editing.

Competencies required: (i.e. ability to..., demonstrated leadership skills, strong communication skills)

- Experience using computers, specifically with Microsoft Office software applications (Word, Excel, PowerPoint, Outlook or similar), e-mail, and Internet usage.
- Must have superior communication and interpersonal skills.
- High quality customer service, outreach, and marketing skills.
- Demonstrated ability to prioritize, coordinate multiple projects and assignments, meet deadlines and function in a fast paced environment.
- Experience with social media and demonstrated understanding of good practices for organizational social media use.
- Strong internet search skills.
- Strong, analytical problem solving, decision-making, and leadership skills.
- Demonstrated ability to take direction, organize, and follow-through on assigned tasks and to work as part of a team.
- High level of attention to detail and the ability to generate high quality and timely work products.
- Demonstrated ability to take initiative and be self-directed.
- Be willing to travel occasionally to national, regional, or local events/meetings.

Work safety requirements:

- Follow safety rules and promote safe behavior
- Help identify unsafe working conditions and notify supervisor or Office of Safety
- Ensure the safety policies and procedures are being followed
- Report incidents and near misses to supervisor or Office of Safety within 24 hours
- Complete all required safety and other mandatory training requirements

Work habit requirements:

- Attendance and punctuality consistently maintained; follows correct procedures for notification
- Use work time appropriately for work activities; attend meetings promptly
- Demonstrate flexibility in scheduling and accepting work assignments
- Follow procedures for requesting leave and reporting absences; provide necessary documentation/releases
- Remain calm, professional, and collegial in all circumstances

2. RESPONSIBILITY FOR DIRECT SUPERVISION OF THE FOLLOWING CLASSIFIED POSITIONS

<table>
<thead>
<tr>
<th>Position Number</th>
<th>Job Family and Title of Persons Supervised</th>
<th>FTE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
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<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

TOTAL

3. INDIRECT SUPERVISION:

Total number of classified positions indirectly supervised:

Total number of student employees or other non-classified employees indirectly supervised:
### 4. HAZARDOUS WORKING CONDITIONS

| Unusual or hazardous working conditions related to performance of duties: |
| Precautionary measures taken to avoid those unusual or hazardous working conditions: |
| Frequency of occurrence of unusual or hazardous working conditions: |

### 5. This position is classified as:  

<table>
<thead>
<tr>
<th>☒ Exempt</th>
<th>☐ Non-Exempt (eligible for overtime)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Executive</strong></td>
<td><strong>Administrative</strong></td>
</tr>
<tr>
<td>☐ Meets FLSA Salary Requirements</td>
<td>☒ Meets FLSA Salary Requirements</td>
</tr>
<tr>
<td>☐ Primary duty is management of the enterprise or recognized department/subdivision</td>
<td>☒ Primary duty is office/non-manual work related to management policies/general business operations</td>
</tr>
<tr>
<td>☐ Does the employee have the authority to hire or fire or provide suggestions/recommendations to hire, fire, promote or change status of other employees</td>
<td>☐ Work directly related to academic instruction or training</td>
</tr>
<tr>
<td>☐ Customarily and regularly directs the work of two or more other employees</td>
<td>☒ Customarily and regularly exercises discretion and independent judgment in matters of consequence</td>
</tr>
</tbody>
</table>
### 6. PHYSICAL JOB REQUIREMENTS: Indicate according to essential duties/responsibilities

<table>
<thead>
<tr>
<th>Employee is required to:</th>
<th>Never</th>
<th>1-33% Occasionally</th>
<th>34-66% Frequently</th>
<th>66-100% Continuously</th>
</tr>
</thead>
<tbody>
<tr>
<td>Stand</td>
<td></td>
<td>X</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Walk</td>
<td></td>
<td>X</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sit</td>
<td></td>
<td></td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>Use hands dexterously (use fingers to handle, feel)</td>
<td></td>
<td></td>
<td></td>
<td>X</td>
</tr>
<tr>
<td>Reach with hands and arms</td>
<td></td>
<td>X</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Climb or balance</td>
<td></td>
<td></td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>Pulling/Tugging/Twisting</td>
<td></td>
<td></td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>Stoop/kneel/crouch or crawl</td>
<td></td>
<td></td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>Talk or hear</td>
<td></td>
<td></td>
<td></td>
<td>X</td>
</tr>
<tr>
<td>Taste or smell</td>
<td></td>
<td></td>
<td></td>
<td>X</td>
</tr>
<tr>
<td>Lift &amp; carry:</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>up to 10 pounds</td>
<td></td>
<td></td>
<td></td>
<td>X</td>
</tr>
<tr>
<td>up to 25 pounds</td>
<td></td>
<td></td>
<td></td>
<td>X</td>
</tr>
<tr>
<td>up to 50 pounds</td>
<td></td>
<td></td>
<td></td>
<td>X</td>
</tr>
<tr>
<td>up to 75 pounds</td>
<td></td>
<td></td>
<td></td>
<td>X</td>
</tr>
<tr>
<td>up to 100 pounds</td>
<td></td>
<td></td>
<td></td>
<td>X</td>
</tr>
<tr>
<td>more than 100 pounds</td>
<td></td>
<td></td>
<td></td>
<td>X</td>
</tr>
</tbody>
</table>

Other (Please Explain): ____________________________

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My signature below indicates I have read and understand the description of the duties and responsibilities assigned to the position. I also understand that my supervisor and the institution has the right to make changes to duties and work schedule to meet business needs.

Employee's Signature: ________________

Date: ________________

Supervisor's Signature: ________________

Date: ________________

PLEASE ATTACH A BLACK AND WHITE ORGANIZATIONAL CHART

Last updated 04/20/2017
Center for Rural Health*
Outreach Specialist, Position #00102424, Organizational Chart

Dr. Joshua Wynne, Vice President for Health Affairs and Dean School of Medicine & Health Sciences

Dr. L. Gary Hart, Director Center for Rural Health

Brad Gibbens, Deputy Director Center for Rural Health

Kristine Sande, Associate Director Center for Rural Health and PI Rural Health Information Hub

Joely Lee Web Project Coordinator

Position #00102424 Outreach Specialist

*This diagram is a subset of the UND Center for Rural Health organizational chart.