POSITION DESCRIPTION
North Dakota University System

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

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

1. Name of Employee: TBD
   1a. EmpID #: TBD

2. Position #: 00016233
   2a. Dept. ID #: 8240
   2b. Current or Recommended Salary: $46,000+

3. Band#/Title: 3000: Professional
   3a. Job Family#/Title: 3110: General Administration Professional

4. Functional Title: Content Development Coordinator

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: Kristine Sande

12a. Supervisor Posn #: 00014731

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 37 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.

   Additional information can be viewed at http://ruralhealth.und.edu

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

   This position will work on federally-funded programs that provide information to rural stakeholders. The position will perform project coordination activities, including managing day-to-day activities of a program developing and maintaining a website featuring information to help rural communities address the opioid crisis. The position will also provide project coordination, quality assurance, and website content development activities for the Rural Health Information Hub program, a national information center on rural health.

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?
If the answer is yes, the duty is “essential”.
- What is the percentage of time spent on the function?
If the answer indicates a great % of time, the duty is probably “essential”.
- What are the consequences to others or the institution of a failure to perform the function?
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>25%</td>
<td>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)

- Maintain knowledge of and participate in all aspects of the grant program including content development, website operations, program outreach, evaluation, and finance.
- Assist the program director in planning program activities (workplan).
- Report on program status, programmatic accomplishments, and deliverables of scope of work to program management, partners, and funder.
- Plan and coordinate special projects and events related to program objectives
- Work in collaboration with program leadership, staff, external partners, and funders to define web project scope, goals, strategies, processes, and deliverables.
- Collaborate with program director and program staff on new/improved product ideas and strategies to improve information dissemination

<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>Coordinate program activities</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)

- Develop project plans and effectively communicate plans to program staff.
- Set and continually manage project expectations with program staff.
- Assist Program Director in assigning tasks and responsibilities to appropriate staff members.
- Plan, schedule, and track project timelines, milestones and deliverables.
- Continually monitor and report on the progress of website development.
- Identify and troubleshoot potential roadblocks within the project development process.
- Communication and implementation of website content strategy.
- Communicate and coordinate with funders, partners and other key organizations to ensure program success and manage relationships.
- Coordinate and contribute to outreach efforts, including exhibiting and presenting program services at meetings and conferences.
<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>35%</td>
<td>Development and oversight of website content</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)

- Supervise content development staff.
- Provide guidance and leadership to staff members in the selection of appropriate resources.
- Oversee collection and entering of resources, funding opportunities, and model programs to ensure the integrity of website content.
- Search daily for publications, tools, and other resources using Google, WebSite Watcher, RSS feeds, newsletters, social media, and other appropriate tools.
- Evaluate resources for appropriateness, interest to users, and timeliness.
- Communicate with project partners, funder, and federal agencies to identify and determine relevance of resources and program contacts.
- Use critical thinking skills to evaluate potential resources and funding opportunities, determine which would be of interest to the project’s users, and index them for inclusion on the website, using established selection guidelines and a Content Management System.
- Write descriptions of resources, funding opportunities, and best practices that accurately convey the relevance to the target audience.
- Write website content providing overviews of key topics, model programs, and best practices.

<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>Quality assurance and usability</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)

- Perform QA activities to ensure quality of design, processes, and user experience.
- Quality assurance of database entries; provide feedback to staff and updates to Program Director
- Oversight of link checking and spell-checking activities.
- Assist with validating websites to meet ADA and Section 508 compliancy regulations to ensure the web sites are accessible to those with disabilities.

<table>
<thead>
<tr>
<th>Duty/Responsibility No. 5</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>5%</td>
<td>Participate in professional activities.</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)

- 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, substance use disorders, 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**

<table>
<thead>
<tr>
<th>REQUIRED EDUCATION/TRAINING (choose one)</th>
<th>Minimum Qualifications:</th>
</tr>
</thead>
<tbody>
<tr>
<td>☒ high school diploma</td>
<td>Bachelor’s degree</td>
</tr>
<tr>
<td>☒ high school diploma or GED</td>
<td>Experience developing website content. Writing samples must be submitted at the time of application. Details provided in job announcement.</td>
</tr>
<tr>
<td>☒ Bachelor’s</td>
<td>Criminal history records check.</td>
</tr>
</tbody>
</table>

Minimum Qualifications:
- Bachelor’s degree
- Experience developing website content. Writing samples must be submitted at the time of application. Details provided in job announcement.
- Criminal history records check.
- Valid Driver’s License

Other License(s) or Certification(s) __________________________________________________________

<table>
<thead>
<tr>
<th>Preferred Qualifications:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Master’s degree</td>
</tr>
<tr>
<td>Understanding of U.S. rural health issues and issues related to the opioid crisis through education or work experience</td>
</tr>
<tr>
<td>Experience working with a content management system and basic HTML.</td>
</tr>
<tr>
<td>Knowledge of website content strategy and website usability practices.</td>
</tr>
<tr>
<td>Experience working with state or national organizations.</td>
</tr>
<tr>
<td>Experience writing for a national audience.</td>
</tr>
<tr>
<td>Knowledge of format, layout, and design principles of electronic and print publications.</td>
</tr>
</tbody>
</table>

Preferred Qualifications:
- Master’s degree
- Understanding of U.S. rural health issues and issues related to the opioid crisis through education or work experience
- Experience working with a content management system and basic HTML.
- Knowledge of website content strategy and website usability practices.
- Experience working with state or national organizations.
- Experience writing for a national audience.
- Knowledge of format, layout, and design principles of electronic and print publications.

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

- Must have excellent interpersonal and communication skills.
- Experience using computers, specifically with Microsoft Office software applications (Word, Excel, PowerPoint, Outlook or similar), e-mail, and Internet usage.
- Strong searching skills including web-based searches.
- Strong analytical, problem-solving, decision-making, and leadership skills.
- Strong aptitude with technology and demonstrated ability to learn/use new computer software applications.
- Demonstrated ability to write for the web.
- Demonstrated organizational skills and ability to be self-directed.
- High level of attention-to-detail and the ability to generate high quality and timely work products.
- Ability to prioritize, multi-task, take initiative, and to work as part of a team.
- 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>00016742</td>
<td>3405: Educational Services Professional - Information &amp; Funding Specialist</td>
<td>1.0</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>TOTAL</td>
<td></td>
<td>1.0</td>
</tr>
</tbody>
</table>

3. INDIRECT SUPERVISION:

- Total number of classified positions indirectly supervised: n/a
- Total number of student employees or other non-classified employees indirectly supervised: .50 GRA

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:

- ☒ Exempt
- ☐ Non-Exempt (eligible for overtime)

<table>
<thead>
<tr>
<th>Executive</th>
<th>Administrative</th>
<th>Professional</th>
</tr>
</thead>
<tbody>
<tr>
<td>☐ Meets FLSA Salary Requirements</td>
<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>
<td>☐Primary duty is work requiring knowledge of advanced type in science or learning</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>
<td>☐Work is original and creative in a field of artistic endeavor</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>
<td>☐Work requires consistent exercise of discretion and judgment</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>X</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Walk</td>
<td>X</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sit</td>
<td></td>
<td></td>
<td></td>
<td>X</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></td>
<td></td>
<td>X</td>
</tr>
<tr>
<td>Climb or balance</td>
<td></td>
<td></td>
<td></td>
<td>X</td>
</tr>
<tr>
<td>Pulling/Tugging/Twisting</td>
<td></td>
<td></td>
<td></td>
<td>X</td>
</tr>
<tr>
<td>Stoop/kneel/crouch or crawl</td>
<td></td>
<td></td>
<td></td>
<td>X</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: [Signature]

Date: 7/19/19

Supervisor’s Signature: [Signature]

Date: [Date]

PLEASE ATTACH A BLACK AND WHITE ORGANIZATIONAL CHART

Last updated 04/20/2017
Center for Rural Health*
Content Development Coordinator, Organizational Chart

Joshua Wynne, MD, MBA, MPH
VP for Health Affairs & Dean
School of Medicine and Health Sciences

Gary Hart, PhD
Director, Center for Rural Health
School of Medicine and Health Sciences

Brad Gibbens, MPA
Deputy Director
Center for Rural Health
School of Medicine and Health Sciences

Kristine Sande, MBA
Associate Director
Center for Rural Health
School of Medicine and Health Sciences

Position #00016233
Content Development Coordinator
Center for Rural Health
School of Medicine and Health Sciences

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