

STATE OF SOUTH DAKOTA CLASS SPECIFICATION

Class Title: Division Staff Specialist

Class Code: 090353

Pay Grade: GK

A. Purpose:

Directs the development of administrative activities such as planning, research and development, information and education, and marketing and promotion for a wildlife, parks, or forestry division to provide division administrators with the mechanisms necessary to execute division programs; and to ensure field practices and procedures are designed to meet department goals and objectives.

B. Distinguishing Feature:

Division Staff Specialists develop and direct an administrative activity such as planning, research and development, information and education, and marketing and promotion for a wildlife, parks, or forestry division.

C. Functions:

(These are examples only; any one position may not include all of the listed examples nor do the listed examples include all functions which may be found in positions of this class.)

1. Develops planning and data management systems to provide direction and supporting documentation for the development of long- and short-term strategic and operational plans, compiling user demand inventories, measuring progress, and maintaining accountability for goals and objectives of the division.
 - a. Designs systems to meet the diverse needs of the division.
 - b. Develops and implements policies and procedures.
 - c. Directs implementation of planning systems and development of program plans, and trains division staff.
 - d. Designs survey methods to collect needed information; documents use, harvest, demand, social-economic, and other resource data; and oversees maintenance and development of databases of information associated with division statistics.
 - i. Identifies areas where additional information is needed.
 - ii. Designs statistically valid and economical methods of collecting data.
 - e. Makes recommendations on how to use statistical information.
 - f. Directs the development of, and edits technical reports; analyzes technical data and creates reports; and makes presentations and recommendations based on survey findings.
2. Directs, designs, and implements planning, management, research and development for a division activity such as park planning and capital development, or fire management and suppression to ensure that the demands expected of the activity are met.
 - a. Directs and trains staff in the development of strategic and operational plans; coordinates and oversees an annual work plan; trains staff in planning and plan evaluation; and monitors projects to ensure compliance with plans.
 - b. Coordinates planning efforts among other involved agencies and negotiates written agreements, memorandums of understanding, and operating plans that identify and build interagency cooperation, and identify and document available resources.
 - c. Directs the development of research studies, and implementation of research recommendations.

- d. Develops and implements policies and procedures for program functions and operations.
 - e. Develops, justifies, allocates, and authorizes approved budget expenditures.
 - f. Serves as the division representative on special-interest boards and committees and with peers in other agencies and states to facilitate program operations, negotiate consensus among differing philosophies, and ensure a cooperative effort.
 - g. Provides technical and scientific direction and information to division staff, the public, and other agencies and groups regarding program functions and direction.
3. Directs the development and delivery of advertising and marketing plans, and informational and educational products and services to the public and media to ensure effective presentation of division objectives.
- a. Establishes program priorities, goals, and objectives, and develops a strategic plan.
 - b. Develops and implements policies and procedures for program functions and activities.
 - c. Trains division staff in media relations and communication methods.
 - d. Develops, justifies, and allocates a budget; and authorizes expenditures.
 - e. Oversees and administers division media campaigns and marketing product development.
 - f. Directs and performs public relations functions for the division by producing news releases, contributing to outside periodicals, communicating with media statewide, producing and presenting special programs, hosting special conferences and workshops, and preparing responses for the division director, department secretary, and governor.
 - g. Directs the development of effective and meaningful educational products and services for the public and educators by establishing priorities within available funding, and ensuring a network of trained facilitators.
 - h. Develops and implements an interpretive program, and negotiates contracts for interpretive projects.
 - i. Represents the division with other divisions, state, and federal agencies on educational, informational, and promotional cooperative projects.
 - j. Develops and coordinates special events and promotional activities by developing a marketing plan, ensuring effective expenditure of marketing and advertising funds, and working with media representatives at state, national, and international levels.
4. Supervises subordinate staff to ensure the goals and objectives of the work unit are met.
- a. Interviews and selects staff.
 - b. Provides training and work direction.
 - c. Approves leave requests.
 - d. Addresses staff problems and recommends disciplinary actions.
 - e. Conducts performance appraisals and completes performance documents.
5. Performs other work as assigned.

D. Reporting Relationships:

Reports to a Division Director. Supervises Visitor Services Coordinators, Game, Fish, and Parks Program Specialists, Wildland Fire Program Specialists, Wildlife Biologist, Staff and Service Foresters, Herd Manager, Wildland Fire Management Officers, Buildings Engineer Assistant, Communication Specialist Supervisor, Equipment Technician, Naturalists, Program Assistant I and II, Statistical Assistant, Accounting Assistant, Conservation Technician, and clerical support staff.

E. Challenges and Problems:

Challenged to determine methodologies that will effectively measure the impact of environmental, demographic, and recreational impacts on division objectives; and to use the results to develop proactive approaches to enhanced recreational opportunity, continued customer service, and protection of the environment and natural resources. Further challenged to develop effective resolutions economically; and to inform and educate a broad spectrum of entities with differing philosophies.

Problems resolved include developing effective methods of communication, dealing with controversial issues routinely, accomplishing program objectives with volunteer staff, identifying public demand for informational and educational topics, evaluating and maintaining current and effective programs, meeting increased demands on natural resources with a static number of staff and money, coordinating among diverse entities with different perspectives and reaching consensus, maintaining an accurate and steady flow of information through a variety of media, and streamlining outdated systems.

F. Decision-making Authority:

Decisions include the methodologies used to document use, harvest, demand, social-economic, and other resource data; format of reports and presentations; communication training needs at all levels in the division; annual work plans and personnel assignments; budget components and allocations; contract terms and contractor selection; methods to evaluate effectiveness of division programs; techniques to raise public awareness of division objectives; coordinating and scheduling special events; goals and objectives for assigned activities; approval of budgeted expenditures; recommendations on how to use resource data results; recommendations for changes in management strategies, policies, and legislation; recommendations on personnel issues; and recommendations for making state resources available to other states.

Decisions referred include final approval of how resource data will be used, strategic plans, budgets, changes in policies, legislative action issues; final decisions on personnel issues; resolution of politically sensitive or controversial issues; budget issues requiring a transfer of funds; and approval of expenditures not in the budget.

G. Contact with Others:

Weekly contact with other staff specialists and administrators to discuss data needs and proposed survey projects; with regional staff, hatcheries, and fire departments to provide technical advice; with statewide media contacts to disseminate information; with consultants and contractors to monitor projects; with the public to answer questions and respond to issues; and with field staff to provide work direction and recommendations; and monthly contact with director's staff to obtain guidance and direction; with division executive teams to develop guidelines for implementing program activities; with special interest groups to respond to requests for programs or suggestions for improved services; with local agencies and commissions to promote activities and special events; and with other agencies, private businesses, and local tourism agencies regarding cooperative promotional events.

H. Working Conditions:

Typical office environment.

I. Knowledge, Skills, and Abilities:

Knowledge of:

- principles used in the management of wildlife and fish populations,
- ecological and socio-economic factors affecting habitat and populations;
- state and federal laws and regulations as they apply to wildlife and fish management;
- research design and implementation as they apply to wildlife and fish management;
- department policies and procedures;
- strategic planning and policy development;
- legislative processes;
- personnel and fiscal management;
- principles of effective human relations and dealing with the public.

Ability to:

- effectively plan and organize work activities and prioritize task completion to meet schedules and deadlines;
- develop policies and define standards for specific issues;
- provide work direction to professional, technical, and clerical staff;
- favorably present and promote departmental priorities, services, and actions;
- budget monetary, material, and equipment resources.