



2019-2020

STAR OF THE NORTH FELLOWSHIP

DEPARTMENT OF HUMAN SERVICES – CHILDREN AND FAMILY SERVICES

OVERVIEW:

The Child Support Division (CSD) and the Economic Assistance & Employment Support Division (EAESD) want to co-sponsor a Star of the North Fellow for this upcoming year. The two divisions will split the personnel cost of the individual selected.

There will be projects for the fellow to manage from both divisions. The work will require collaboration between divisions and potentially across the state including work with other state agencies. This opportunity will provide networking opportunities.

We envision the selected fellow will have a strong interest in communications, marketing, social media, research, grant management and collaborative program and administrative work.

For EAESD, the needs include:

The fellow continues the development of the internal communication plan to provide important, timely and accurate information to all internal and external stakeholders using a variety of communication channels. The plan identifies the specific needs of different external and internal audiences, the appropriate communication channel to deliver that information, timelines for communication channels, and lead authors of that information.

For CSD, the needs include:

The division received a federally funded grant to test digital marketing strategies to help the child support program more effective in reaching and serving families. The fellow will work with CSD staff to develop digital marketing campaigns, measure the effectiveness of these approaches with internal and external stakeholders, and manage the development and implementation of a communication plan for the project. The fellow should be familiar with program evaluation and have familiarity with the use of data analytic tools to help access project outcomes. The fellow will help write status reports as well as a final report as required by the grant.

WHAT YOU WILL LEARN:

The applicant will learn about the Minnesota Department of Human Services and working in state government. This individual will have the opportunity to work within two program areas (child support and economic assistance) and learn more about other human service program areas as well as the importance of collaboration across divisions within the same administration.

WHAT WE REQUIRE:

- Use SharePoint as the primary channel to continually communicate information to employees.
- Use of digital marketing and multimedia (video, streamed content, etc.) channels – video, streaming content, etc. – to create compelling, creative content that tells the EAESD story.
- Create an employee publication that highlights the stories that affect workers and provides employee news that highlight events and feature stories.
- Help create and produce program posters, bulletin boards, mailed letters, and other marketing products as needed for the division.

ADDITIONAL INFORMATION:

Work days are Monday thru Friday (flexible on the days), 30 to 40 hours per week

444 LAF DHS building

The Child Support Division and Economic Assistance & Employment Support Division are federal government programs that are state supervised and county administered.

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