



Board of County Commissioners Agenda Request

5B

Agenda Item #

Requested Meeting Date: February 13, 2024

Title of Item: Revised LLCC Manager Job Description

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| <input checked="" type="checkbox"/> REGULAR AGENDA <input type="checkbox"/> CONSENT AGENDA <input type="checkbox"/> INFORMATION ONLY | Action Requested: <input checked="" type="checkbox"/> Approve/Deny Motion <input type="checkbox"/> Adopt Resolution (attach draft) | <input type="checkbox"/> Direction Requested <input type="checkbox"/> Discussion Item <input type="checkbox"/> Hold Public Hearing* <small>*provide copy of hearing notice that was published</small> |
| Submitted by: Dennis (DJ) Thompson | | Department: Land |
| Presenter (Name and Title): Dennis (DJ) Thompson, Land Commissioner | | Estimated Time Needed: 5 Minutes |
| Summary of Issue: <p>Prior to Covid, the Manager/Director of Long Lake Conservation Center was required to live onsite for the convenience of the employer (Aitkin County). There are two residential houses at Long Lake. Over the life of the Center, there have been different management models. When the center reopened after Covid, a management model with one Manager/Director was developed along with a new job description for that position. This job description did not require that the manager live onsite. This has worked out okay but it is not ideal. For a multitude of reasons, not the least of which is always having a 24 hour presence on campus, I would like to revise the current job description for the LLCC Manager to require that they live onsite.</p> <p>The revised language has been reviewed by HR and the current LLCC Manager is supportive of the new requirement.</p> | | |
| Alternatives, Options, Effects on Others/Comments: | | |
| Recommended Action/Motion: Motion to adopt the updated LLCC Manager job description as presented requiring the LLCC Manager to live onsite for the convenience of the employer. (A redlined copy is attached.) | | |
| Financial Impact: Is there a cost associated with this request? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No What is the total cost, with tax and shipping? \$ Is this budgeted? <input type="checkbox"/> Yes <input type="checkbox"/> No Please Explain: | | |



Position Description

LLCC MANAGER

Department Land Department
Location Long Lake Conservation Center
Grade Grade 12
Reports to Land Commissioner
FLSA Status Exempt
Union Status Non-union

Final Appointing Authority

This position shall not be filled until final approval of the County Administrator. All offers of employment are made in writing by the Human Resources Department.

Job Summary

To manage, plan, evaluate and supervise all functions of the Long Lake Conservation Center and to develop and implement all marketing and communication efforts conducted on behalf of the organization, consistent with its mission and goal of being a self-funded organization.

Supervision Received

Employees working in this job class work under administrative direction and are free to plan, develop, and organize all phases of the work necessary for its completion within broad program guidance. Generally, they develop and utilize procedures and methods that do not conflict with major organization policies.

Supervision Exercised

Manages the Instruction Coordinator who oversees the LLCC Education Department and staff, the Food Service Coordinator who oversees the kitchen staff, and the Maintenance Coordinator who oversees the maintenance staff. Also directly supervises clerical support staff and volunteers.

Carries out supervisory responsibilities in accordance with the organization's policies and applicable laws. Responsibilities include planning, assigning, and directing work; appraising performance; addressing complaints; training and rewarding employees. Responsibilities also include, in collaboration with the Human Resources Department, interviewing, hiring, implementing performance improvement plans, disciplining employees, suspension, termination, and resolving grievances.

Essential Functions

This position description is not intended to be all-inclusive. Employee may perform other essential and nonessential functions as assigned or apparent to meet the ongoing needs of the department and organization. Regular attendance is an essential requirement of this position.

1. Marketing

- a. Creates a marketing plan to increase awareness, name recognition, brand recognition, and reputation in and out of the community. Defines and revitalizes the mission statement to



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more clearly reflect the activities, programming, and purpose of the facility, and to protect the current marketplace position and direction of the organization.

- b. Recruits schools and other client groups. Identifies and secures alternative programming and new client markets, including but not limited to school, summer camp, adult/family, and community education programming, and county park functions. Explores new programming opportunities to determine feasibility, develops contact information, secures training, assists in the implementation of new legislation, and identifies key partnerships that need to be cultivated and nourished for the good of LLCC now and in the future.
 - c. Employs bold marketing strategies to enhance the image of LLCC, assists in modernizing current programming and develops future programming to ensure future sustainability and profitability.
 - d. Unites LLCC foundation members, Natural Resource Advisory Committee members, County Commissioners, LLCC staff and management team, clients, business owners, volunteers, and the public who can promote and support the facility's goals and objectives. Solicits advertising distributed publications, links on the website, and other communication opportunities.
 - e. Creates an Awareness/Public Relations Campaign including research, adaptation, implementation, and evaluation. Includes identifying the target audience, consistent branding, and building relationships. Takes affordability into account.
 - f. Updates and maintains consistent branding on items that are sent out into the community from LLCC, including but not limited to brochures, rack cards, employee business cards and other printed materials. Utilizes added color, crisp photographs, and includes a clearly stated mission and logo. Utilizes volunteers and LLCC supporters to assist with distribution.
 - g. Maintains monthly contact with media outlets. Advertises and creates a consistent presence listing activities and happenings at LLCC, including in newspapers, on community calendars, website and social media outlets, and disperses to radio and television stations citing events at the facility. Speaks as a guest on KKIN radio community connection show at least once per quarter, or as frequently allowed by KKIN. May also speak on local radio and TV promoting events at the facility when the opportunity arises. Creates and distributes press releases describing the recaps of events and activities.
2. General Business Management
- a. Develops and recommends long- and short-range objectives, policies and plans designed to produce the most profitable results attainable.
 - b. Leads the organization and fulfills the goals which Aitkin County has set forth for LLCC.
 - c. Prepares for the future sustainability of the facility by creating a solid foundation for growth and continued success by exploring new markets, cultivating a more active Foundation to establish a sustainable base, researching grant and scholarship opportunities for new and existing clients, marketing to more schools, developing a strategic plan for the future, recommending additional staff to accommodate new programming, providing staff training in outreach/communications, social media, writing blogs, etc.
 - d. Coordinates activities in connection with renaming the facility so the name accurately describes what happens at LLCC, creating a new logo, and installing destination signage and billboard advertising.



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- e. Coordinates Web design and updates, creates brochures, promotes regular facility use, community involvement, and performs public relations activities, namely managing the flow of information between LLCC and the public. Improves LLCC's online presence, automates internal forms and processes, establishes online enrollments and registration, enhances technology, and coordinates staff technological training.
 - f. Utilizes multiple social media outlets (i.e., Facebook, Twitter, YouTube, Flickr, etc.) and the website to build awareness, strengthen relationships with clients, prospects, and influencers, better understand customers, improve customer service, identify new programming or service ideas, increase website traffic, improve search engine rankings, and generate organizational growth. Creates or coordinates preparation of online newsletters and blogs, videos, photos, and audio. Maintains current information on all sites.
 - g. Cultivates a strong relationship with the surrounding local communities to show a connection and willingness to be involved, and in turn creating an opportunity for the community to take ownership and pride in the facility. Increases LLCC visibility by speaking year round at civic organizations, town hall meetings, city meetings, county meetings, Chambers of Commerce functions, mayoral meetings, clubs, and community gatherings.
 - h. Establishes a volunteer pool that can be utilized for a variety of tasks, including support for family activities held at LLCC throughout the year.
 - i. Annually performs a competitive analysis to gather information about competitors and other RELC services and prices, as well as to assess LLCC's strengths and weaknesses in the market. Competes vigorously, but in a spirit of fair play, with respect for competitors. Performs research related facility improvements and other recreational offerings that may set LLCC apart from the competition at an advantage. Strives to meet the needs of the new generation of students, taking into consideration K-12, parents, teachers, as well as meeting, event, and special occasion planners. [Currently there are six Residential Environmental Learning Centers in Minnesota. Eagle Bluff, LLCC, Laurentian, Wolf Ridge, Osprey Wild, and Deep Portage.]
 - j. Oversees broad educational programming activities, ensuring fun, interactive, and challenging educational programs that incorporate the latest developments and trends intended to retain current student's focus and attention. Authorizes new recreational activities and programs focused on meeting educational standards set forth by law, focusing on curricular areas such as math, science, engineering, and technology, yielding greater potential for funding possibilities. Maintains LLCC's accreditation as a Special Purpose School.
 - k. Ensures operational efficiency of the building maintenance and food service programs to make certain safe, quality services and goods are provided at the lowest possible cost. Ensures all facilities meet applicable codes and safety requirements.
 - l. Strengthens the LLCF Foundation by recruiting board members with strong connections respective to their communities, both within Aitkin County and outside of the greater Aitkin County area who have a keen interest in environmental education, who are exceptional at asking people for support, and who have effective fundraising experience. Coordinates periodic board member training to ensure quality skill development over the long term.
3. Financial
- a. Strengthens future sustainability by securing additional and continual funding and support for the facility and develops a stronger and more active LLCF Foundation Board to support the



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mission, goals, and purpose of the facility. The LLCC Foundation is designated as a 501(c)3 nonprofit organization. Builds a strong relationship with grant writing and other foundations that support and help fund teachers and schools and outdoor learning.

- b. Submits realistic budgets, as required, reflecting the anticipated income and/or expenditures of the organization; administers activities within approved budgets. Provides a quarterly financial report and presentation to the County Board of Commissioners concerning programming, facilities, and general operations.
 - c. Organizes LLCC fundraising campaigns.
4. Personnel
- a. Assigns responsibility clearly so that staff know what they are expected to do, the extent of their authority, and the standards by which they will be evaluated; provides adequate guidance, counsel and supervision but gives staff sufficient authority to carry out their assignments and make decisions.
 - b. Establishes and maintains regular two-way communications with all staff on policies, procedures or changes; holds regular meetings with staff; keeps them informed and gives them an opportunity to bring up matters which concern them; serves as a good source of information about LLCC and a good listener when employees present questions, problems or ideas.
 - c. Adheres to collective bargaining agreements, county policies and procedures, and applicable laws, including timely/accurate reporting and consistent/uniform administration of EEO, FLSA, FMLA, ADA, Workers' Compensation and Return to Work programs, in close collaboration with the Human Resources Department. Completes departmental new hire orientations promptly and staff performance appraisals in accordance with county policy.
 - d. Conducts business in accordance with the Open Meeting law.
 - e. Serves as the Minnesota Government Data Practices Act Responsible Authority at LLCC. Appropriately responds to requests for government data. Maintains data in accordance with records retention schedules.
 - f. Coordinates annual fire, tornado, and emergency practice drills at LLCC.
 - g. Attend meetings, conferences, and continuing education courses as needed.
- Performs other related duties as assigned or apparent.



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Minimum Qualifications

Requires a Bachelor's degree in Marketing (preferred), Business Management, Communications, Environmental and Technological Studies, or a related field, plus three (3) or more years related experience; or an equivalent combination of education and experience sufficient to perform the essential functions of the position. Educational/teaching background beneficial. Valid Minnesota driver's license.

Superior oral and written communication skills, public speaking skills, advanced technology skills, and a very strong work ethic are required. Prior marketing and fundraising experience is beneficial. Must be able to work flexible hours, including some evenings and weekends.

Employment reference checks and a criminal background check, including fingerprinting, will be performed as part of the pre-employment process.

~~On-site housing is an option for incumbent, spouse, and child(ren), if desired. This is voluntary. If interested, candidates may inquire about details at time of interview.~~

LLCC Manager is required to live onsite for the convenience of the employer. Manager will be required to perform property related tasks at LLCC. This includes but is not limited to being "on call" for LLCC emergencies in the evenings and weekends, responding to alarms, evening and weekend assistance with visitors and non-school groups, routine inspections of campus and buildings, checking heating systems, firing and stoking the wood stoves, tending to the chef's garden and bee hives, collecting maple sap, weekend snow removal, and other duties as assigned. Year-round occupancy and presence at LLCC increases campus security and dramatically reduces response time to emergencies.

Knowledge, Skills, and Abilities Required

Knowledge of:

1. County and departmental policies, procedures, and practices.
2. Knowledge of Federal, State, and local laws, rules, and regulations relevant to the work performed in this position.
3. Considerable knowledge of current business management and marketing principles and practices, including advanced knowledge of technology and social media outlets used today.

Skill in:

1. Communication and interpersonal skills as applied to interaction with coworkers, supervisor, and the general public sufficient to exchange or convey information and to receive work direction.
2. Leadership skills that include communication, marketing, promotion, and accessibility.
3. Grant writing and fundraising skills and techniques sufficient to obtain revenue to supplement operations.
4. Superior oral and written communication skills.
5. Basic accounting skills sufficient to prepare and monitor the annual budget.
6. Preparing and making presentations to small and large groups.
7. Reading, writing, and speaking English proficiently.
8. Organizing and prioritizing work.



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9. Typing skill sufficient to complete 35 net words per minute or higher. Up-to-date computer and technology skills sufficient to produce correspondence, create interactive forms, professional brochures, spreadsheets, perform internet research, efficiently utilize a variety of social media outlets for marketing purposes, teleconferencing, video conferencing, learn new software quickly and adapt to ever-evolving technology.

Ability to:

1. Present a positive attitude in the workplace, promote a spirit of teamwork and cooperation, and be able to treat all county staff and guests with respect, honesty, and consideration.
2. Establish and maintain effective working relationships with coworkers, supervisors, subordinates, and a willingness to get involved with the community and small businesses to work together for the benefit of all.
3. Must be able to travel and work in excess of standard hours when necessary, as well as be able to operate a vehicle safely in all types of weather.
4. Strong self-initiative and the ability to work independently.
5. Maintain confidentiality.

Language Skills

Ability to read, analyze, and interpret general business periodicals, professional journals, technical procedures, financial reports, legal documents, or governmental regulations. Ability to write reports, business correspondence, and procedure manuals. Ability to respond to common inquiries or complaints from customers, regulatory agencies, or members of the business community. Ability to write speeches and articles for publication that conform to prescribed style and format. Ability to effectively present information to top management, public groups, and/or governing boards.

Mathematical Skills

Ability to add, subtract, multiply, and divide in all units of measure, using whole numbers, common fractions, and decimals. Ability to compute rate, ratio, and percent and to draw and interpret bar graphs. Ability to calculate figures and amounts such as discounts, interest, and volume.

Reasoning Skills

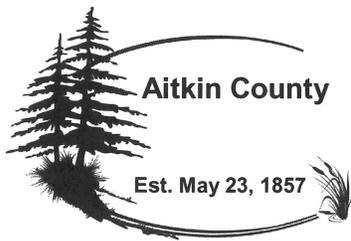
Ability to solve practical problems and deal with a variety of concrete variables in situations where only limited standardization exists. Ability to interpret a variety of instructions furnished in written, oral, diagram, or schedule form.

Computer Skills

To perform this job successfully, an individual should be proficient at using the following:

County Payroll Software/E-time, Microsoft Word, Excel, Outlook, PowerPoint, Publisher, Internet, Facebook, Twitter, YouTube, Flickr, and other job-related programs and software.

Ability to Travel



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Occasional travel in and out of Aitkin County is required for attending conferences, meetings, and when visiting other sites (schools, potential clients, etc.).

Competencies

To perform the job successfully, an individual should consistently demonstrate the following competencies (definitions attached or available upon request):

Ethics, attendance/punctuality, safety and security, dependability, analytical, design, problem solving, project management, technical skills, customer service, interpersonal skills, oral communication, written communication, teamwork, change management, delegation, leadership, managing people, quality management, business acumen, cost consciousness, diversity, organizational support, judgment, motivation, planning/organizing, professionalism, quality, quantity, adaptability, initiative, strategic thinking, visionary leadership, innovation, flexibility, and crisis management.

Work Environment

The noise level in the work environment is usually quiet to moderate.

Equipment and Tools

Computer, copier, fax, telephone, printer, 10-key calculator, shredder, county-owned vehicles, and personal vehicle (requires proof of insurance on file). May also use a variety of recreational and educational tools and equipment.

Physical Activities/Requirements

Climbing, balancing, stooping, kneeling, crouching, reaching, standing, walking, pushing, pulling, lifting, carrying, use of fingers, grasping, talking, hearing, seeing, and repetitive motions. Must have the ability to lift and/or carry up to 30 pounds.

While performing the duties of this job, the employee performs light work, exerting up to 30 pounds of force occasionally, and/or up to 10 pounds of force frequently, and/or a negligible amount of force constantly to move objects.

Working safely is a condition of employment. Aitkin County is a drug-free workplace.

Disclaimer

The above statements are intended to describe the general nature and level of the work being performed by employees assigned to this job classification. This is not an exhaustive list of all duties and responsibilities. Aitkin County reserves the right to amend and change responsibilities to meet organizational needs as necessary. This job description does not constitute an employment agreement between the employer and employee.

Reasonable Accommodation Notice

The County is an Equal Opportunity Employer. In compliance with the Americans with Disabilities Act, the County will provide reasonable accommodations to qualified individuals with disabilities and



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encourages both prospective and current employees to discuss potential accommodations with the employer.

2/5/2024

Our Vision: *We strive to be a county of safe, vibrant communities that place value on good stewardship of local resources.*

Our Mission: *Aitkin County's mission is to provide outstanding service in a fiscally responsible manner through innovation and collaboration with respect for all.*

Our Core Values: *Collaboration, Innovation, Integrity, People-Focused, Professionalism*