

COMMUNICATIONS SPECIALIST, SENIOR

JOB PURPOSE AND SUMMARY

This position takes a lead role in developing effective communications strategies and materials dealing with the activities of a department or multiple programs, including countywide or interagency efforts. The main focus is developing and managing the department's public outreach program. Responsibilities include collaborating with staff to identify the most effective presentation methods and relevant information to be communicated, putting technical information into lay terms, identifying appropriate public participation strategies, and managing consultant work. The Senior Communications Specialist will be a member of the Public Information and Outreach (PIO) Office, with broad responsibilities for meeting County communications needs. This position will collaborate with other PIO staff for communications expertise, will contribute to projects of a countywide nature, and will be part of the PIO response team during emergencies. The position requires expertise as a communications generalist and must be able to produce written and visual materials.

CLASSIFICATION DISTINCTIONS

The Communication Specialist Senior receives direction from department directors and other management staff and is expected to exercise considerable initiative and independent judgment.

KEY OR TYPICAL TASKS AND RESPONSIBILITIES:

- Develops and manages a broad communications or public outreach program.
- Collaborates with staff to identify effective presentation methods and relevant data to be communicated, puts technical information into lay terms, produces written and visual materials and identifies appropriate public participation strategies and manages consultant work.
- Collaborates with other PIO staff for communication expertise, member of the Public Information and Outreach Office (PIO), contributes to countywide projects and participates on the PIO response team during emergencies.
- Represents the PIO office or other county departments on interdisciplinary or interagency committees or work groups requiring communications expertise.
- Effectively develop and present information in any given format including news releases or other publications, visual displays etc.

QUALIFICATIONS

Education and Experience:

The successful candidate will likely have a combination of education and experience equivalent to or including a Bachelor's degree with major course work in public affairs, public relations, communications, journalism or related field, and/or responsible experience in communications and media relations (3 to 5 years is preferred). All combinations of education, experience and training that demonstrate the ability to perform the work will be considered.

Knowledge of...principles and practices of public information and involvement; developing and managing a broad multi-faceted program; managing consultant contracts, developing innovative attention grabbing, communication tools, interpersonal and community relations techniques; methods of preparation and presentation of written and oral reports.

Ability to... prepare written and visual material., analyze problems, identify alternative solutions, predict consequences of proposed actions, and formulate recommendations; interpret and explain policies, procedures, laws and regulations; prepare and make oral presentations; effectively develop and present information in a given format including new releases or other publications, visual displays etc complete projects within tightly established deadlines; think conceptually, draw logical conclusions, and make sound decisions; interact tactfully and effectively with other technical professionals, employees, public and private officials, community groups, and the general public, solid communication and management skills.

WORKING ENVIRONMENT AND PHYSICAL DEMANDS

Work is generally performed in an office setting with comfortable environmental conditions. Most positions involve a high activity level and pace, competing time demands, some interaction with dissatisfied or hostile customers. Essential tasks include typing/keyboard skills, phone/office equipment usage, reading, writing, editing, public speaking and listening. Essential duties include walking, seeing, reading, speaking, handwriting and hearing.

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