



**JANUARY 2017**  
**FLSA: EXEMPT**  
**Bargaining Unit: UM**  
**JCN: 1319**

## **COMMUNICATIONS AND OUTREACH MANAGER**

### **DEFINITION**

Under general direction, develop, implement, coordinate and manage a comprehensive countywide external and internal public information program which ensures pertinent information is disseminated to the public in a timely and effective manner via written correspondence, verbal communication and/or the proper media channels; to advise and assist management in public information and community relations activities, respond to news media and public requests for information; develop public awareness, and encourage citizen participation; and performs related duties as assigned.

### **SUPERVISION RECEIVED AND EXERCISED**

Receives general direction from assigned supervisory or management personnel. Exercises general direction and supervision over professional and administrative support staff.

### **CLASS CHARACTERISTICS**

This single position classification assigned to the Chief Administration Office has significant responsibility for managing and directing the public information activities for the County. This position is responsible to not only prepare and disseminate information to the public, but to also encourage full public participation. The incumbent is expected to use considerable discretion and will advise the Chief Administrative Officer, Board of Supervisors, elected officials, and County department heads. The incumbent will research and determine appropriate communications and response measures related to potential issues and/or current activities. Performance of the work requires the use of considerable independence, initiative, and discretion within established guidelines, particularly when representing the County in meetings with the media, with other agencies, boards and commissions, and community groups. It is typical for the incumbent in this position to attend meetings outside of normal working hours and work extended hours, as needed.

### **EXAMPLES OF TYPICAL JOB FUNCTIONS (Illustrative Only)**

- Develops, implements, coordinates, and manages a County-wide plan for preparing and disseminating public information and coordinating internal and external communications.
- Works with the Chief Administrative Officer to formulate policy for managing public information and media inquiries.
- Serves as the County spokesperson, including preparing information for use by news and social media.
- Consults with and advises other County departments on matters pertaining to community outreach.
- Serves as the public information contact during emergencies and/or disasters.
- Continuously monitors and evaluates the efficiency and effectiveness of service delivery methods and procedures; assesses and monitors workload, administrative and support systems, and internal reporting relationships; identifies opportunities for improvement and reviews with the Chief Administrative Officer; manages the implementation of improvements.
- Selects, trains, motivates, and evaluates assigned personnel; provides or coordinates staff training; works with employees on performance issues; responds to staff questions and concerns; makes discipline recommendations.
- Builds and maintains an effective working relationship with co-workers, media representatives, businesses, and other public groups.

- Addresses the community, businesses, and other public groups via public presentations; prepares executive level correspondence.
- Attends and participates in professional group meetings; stays abreast of new trends and innovations in the field of communication and public information.
- Prepares a variety of written materials including, but not limited to, press releases, newsletters, brochures, bulletins, technical and administrative reports, and written correspondence.
- Provides advice and recommendations to executive management and, when requested, to the Board of Supervisors in public or closed session.
- Responds to difficult and sensitive public inquiries and complaints, and assists with resolutions and alternative recommendations.
- Maintains social media presence via current and widely used outlets.
- May coordinate legislative advocacy efforts and prepare letter of support/opposition.
- Performs related duties as assigned.

## **QUALIFICATIONS**

### **Knowledge of:**

- Principles and practices of public and business administration.
- Principles, practices, and trends in public relations and public communication.
- Social, political, economic, environmental, and related issues influencing local government functions and activities.
- Methods and techniques used in evaluating public attitude regarding county-wide operations and issues and the determination of public affair needs.
- Methods and techniques used for presenting public information and facts to the public and the media.
- Principles and techniques for making effective public presentations.
- Research and statistical methods techniques.
- Principles and practices of leadership.
- Principles and practices of employee supervision, including work planning, assignment review and evaluation, discipline, and the training of staff in work procedures.
- Principles and techniques for working with groups and fostering effective team interaction to ensure teamwork is conducted smoothly.
- Techniques for providing a high level of customer service by effectively dealing with the public, vendors, contractors, and County staff.
- The structure and content of the English language, including the meaning and spelling of words, rules of composition, and grammar.
- Modern equipment and communication tools used for business functions and program, project, and task coordination.
- Computers and software programs (e.g., Microsoft software packages) to conduct, compile, and/or generate documentation.

### **Ability to:**

- Manage and direct a comprehensive Public Information and media relations outreach program.
- Develop and implement goals, objectives, policies, procedures, and work standards.
- Organize and conduct public meetings to promote positive communication efforts.
- Read, interpret, and apply federal, state, and local laws, policies, and procedures.
- Identify and respond to public issues and concerns.
- Plan, organize, and coordinate the work of professional, technical, and administrative support staff.
- Select and supervise staff, provide training and development opportunities, ensure work is performed effectively, and evaluate performance in an objective and positive manner.

- Use tact and diplomacy to work cooperatively with a variety of individuals representing diverse cultures and backgrounds.
- Understand, interpret, and apply all pertinent laws, codes, regulations, policies and procedures, and standards relevant to work performed.
- Exercise good judgment in response to public information inquiries.
- Analyze problems, identify alternatives and solutions, project consequence of actions, and make recommendations based on findings.
- Prepare clear, concise, and effective comprehensive reports and/or correspondence, including the use of graphic aids.
- Effectively represent the department and the County in meetings with governmental agencies; community groups; various business, professional, and regulatory organizations; and in meetings with individuals.
- Independently organize work, set priorities, meet critical deadlines, and follow-up on assignments.
- Effectively use computer systems, software applications, and modern business equipment to perform a variety of work tasks.
- Communicate clearly and concisely, both orally and in writing, using appropriate English grammar and syntax.
- Establish, maintain, and foster positive and effective working relationships with those contacted in the course of work

**Education and Experience:**

*Any combination of the required experience, education, and training that would provide the essential knowledge, skills, and abilities is qualifying.*

Possession of a bachelor's degree from an accredited four (4) year college or university with major coursework in business or public administration, journalism, economics, marketing, public relations, political science, **AND** four (4) years of progressively responsible experience in public communications, public relations, marketing or program management; at least two (2) years must be while employed in the public sector.

A master's degree in one of the aforementioned areas of study is preferred.

**Licenses and Certifications:**

- Possession of, or ability to obtain, a valid California Driver's License by time of appointment and a satisfactory driving record.

**PHYSICAL DEMANDS**

Must possess mobility to work in a standard office setting and use standard office equipment, including a computer, and to operate a motor vehicle to visit various County and meeting sites; vision to read printed materials and a computer screen; and hearing and speech to communicate in person and over the telephone. Standing in and walking between work areas is frequently required. Finger dexterity is needed to access, enter, and retrieve data using a computer keyboard or calculator and to operate standard office equipment. Positions in this classification frequently bend, stoop, kneel, and reach to perform assigned duties, as well as push and pull drawers open and closed to retrieve and file information. Employees must possess the ability to lift, carry, push, and pull materials and objects up to 25 pounds with the use of proper equipment. Reasonable accommodations will be made for individuals on a case-by-case basis.

**ENVIRONMENTAL CONDITIONS**

Employees predominately work in an office environment with moderate noise levels, controlled temperature conditions, and no direct exposure to hazardous physical substances. Employees may work in the field and occasionally be exposed to loud noise levels, cold and hot temperatures, inclement weather conditions, road hazards, vibration, mechanical and/or electrical hazards, and hazardous chemical substances and fumes. Employees may interact with members of the public or with staff under emotionally stressful conditions while interpreting and enforcing departmental policies and procedures.

**WORKING CONDITIONS**

Must be available to attend meetings outside of normal working hours and work extended hours as needed.