

COMMUNICATIONS AND OUTREACH MANAGER

DEFINITION & DISTINGUISHING CHARACTERISTICS

Definition:

Under minimal direction, develop, implement, coordinate and manage a comprehensive County-wide 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.

Distinguishing Characteristics:

This single class position assigned to the Chief Administration Office has a 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. The incumbent has considerable latitude for the exercise of independent judgment and decision-making, 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 ESSENTIAL 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.
- 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.
- Prepares a variety of written materials, including but not limited to, press releases, newsletters, brochures, bulletins, technical and administrative reports, and written correspondence.
- Maintains social media presence via current and widely used outlets.
- Attendance and punctuality that is observant of scheduled hours on a regular basis.
- May coordinate legislative advocacy efforts and prepare letter of support/opposition.
- Performs other duties as assigned.

MINIMUM QUALIFICATIONS

Education and Experience:

Where college degrees and/or college course credits are required, degrees and college units must be obtained from a regionally accredited college or university. Courses from non-regionally accredited institutions will not be evaluated for this requirement.

Education:

Possession of a Bachelor's Degree from a regionally accredited college or university with major course work 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 years must be while employed in the public sector. Possession of a Master's Degree in the fields listed above is strongly preferred.

Other Requirements:

Must possess and maintain a valid California Class C driver's license at the time of employment. Individuals who do not meet this requirement due to physical disability will be reviewed on a case by case basis. Must be available to attend meetings outside of normal working hours and work extended hours as needed.

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 and techniques.

Skill in:

- Managing and directing a comprehensive Public Information and media relations outreach program.
- Developing and implementing goals, objectives, policies, procedures and work standards.
- Preparing clear, concise and effective comprehensive reports and/or correspondence, including the use of graphic aids.
- Organizing and conducting public meetings to promote positive communication efforts.
- Reading, interpreting and applying federal, state and local laws, policies and procedures.
- Operating standard office equipment, audio/visual equipment and utilizing various software programs relevant to the position.

Ability to:

- Identify and respond to public issues and concerns.
- Use tact and diplomacy to work cooperatively with a variety of individuals representing diverse cultures and backgrounds.
- Communicate effectively in both an oral and written manner.

- 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.
- Establish and maintain effective working relationships with the Board of Supervisors, County management and staff at all organizational levels and the general public.

ENVIRONMENTAL CONDITIONS/PHYSICAL DEMANDS

The conditions herein are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential job functions.

Environment:

Work is generally performed in a standard office setting environment, with infrequent use of a vehicle to attend meetings and may require varied work hours and days.

Physical:

Primary functions require sufficient physical ability to work in an indoor office setting and operate office equipment; operate a vehicle; vision in the normal visual range with or without correction sufficient to read computer screens and printed documents and to operate equipment; hear in the normal audio range with or without correction. **Frequent** sitting, standing and walking. **Occasional** kneeling; lifting, carrying, pushing and pulling of equipment and tools weighing up to 40 lbs. **Infrequent** climbing

HISTORY

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