



COMMUNICATIONS ASSISTANT

Department: Multiple
Job Class #: 064300
Pay Range: Professional 03

FLSA: Non-exempt
Represented: No
Civil Service Status: Unclassified

Classification descriptions are intended to present a descriptive list of the range of duties performed by employees in this class and are not intended to reflect all duties performed within the job.

GENERAL FUNCTION: This is administrative work supporting promotions, marketing, presentations and public relations for a variety of programs, campaigns and projects. This classification is responsible for public information and communications design, marketing and presentation of a wide variety of public relations activities. A position in this classification assigned to the Sheriff’s Department is a civilian, non-commissioned position appointed by the Sheriff.

ESSENTIAL FUNCTIONS:

- Support public information and marketing activities, logos, campaigns, educational programs and other promotional materials designed to inform, educate or gain acceptance by the public.
- Meet with departmental representatives to understand projects and methods of advertisement; assist in the design of publicity campaigns and projects for presentation through a variety of media. Originate a variety of written materials including, but not limited to, proclamations, press releases, reports, and advertising campaigns; assist in the design of publicity and other visual materials.
- Coordinate with internal or external printers on layout, type, color schemes and presentation of printed material.
- Communicate effectively both verbally and in writing in a professional manner using appropriate grammar, speech, diction and expression with County employees and the public, including audiences of various social, cultural, ethnic, educational and economic backgrounds.
- Establish and maintain effective working relationships with County officials, employees and the general public.
- Maintain regular, predictable and punctual attendance during regularly scheduled work hours at assigned worksite.
- Meet travel requirements of the position.
- Perform the physical requirements of the position; work within the established working conditions of the position.
- Work a flexible schedule, which may include evenings, weekends, holidays and overtime.

OTHER JOB FUNCTIONS

- Perform other job functions as assigned.

SUPERVISION RECEIVED AND EXERCISED: Work is performed under general supervision, with the employee expected to plan and carry out work assignments independently after objectives, priorities and deadlines have been defined. Work is reviewed by supervisory or management staff through products produced, reports, observation and results achieved. This position is not required to supervise but may perform duties as a project or team lead.

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KNOWLEDGE, SKILLS AND ABILITIES

Knowledge of:

- Principles and practices of public relations, marketing and promotional processes.
- Computer aided desktop publisher and other software programs required to accomplish assigned work.
- Presentation methods and techniques.
- County government laws, regulations, programs and functions related to position.
- Marketing and promotional practices.

Skill in:

- Use of personal computers using Excel, Word, Desktop Publishing, and PageMaker or related software products.
- Creative development, production, publication and presentation of communications information in a variety of media.

Ability to:

- Make decisions about communication methods or tools necessary for assigned work.
- Make effective presentations in a variety of public forums before groups of diverse composition.
- Interact effectively with the media.
- Establish and maintain effective relationships with staff members, departments, a wide range of community representatives, members of the media and the general public.
- Work effectively and productively with others individually or as a member of a team to assist in the design, preparation, presentation and/or publication of public information materials.
- Write effective correspondence and news releases for media publication purposes.
- Visualize, design, create and produce a variety of marketing and communications materials.
- Use and operate a personal computer and other standard business equipment.
- Effectively coordinate, perform, and complete multiple duties and assignments concurrently and in a timely manner.
- Represent the County in a positive, professional manner.
- Meet the travel requirements of the position, if any.
- Understand and follow written and verbal instructions.
- Physically perform the essential job functions of the classification.

MINIMUM REQUIREMENTS TO APPLY: Graduation from an accredited four-year university or college with course work in Marketing, Advertising, Public Relations, Business Administration, Journalism and one year experience directly related to the duties of the position. Additional related experience may substitute for the recruiting requirements.

SPECIAL REQUIREMENTS AND/OR QUALIFICATIONS: A valid Washington State driver's license may be required when travel is required of the position. For positions assigned to the Sheriff's Department, ability to successfully complete a Pierce County Sheriff's Department background investigation, which may include a medical physical, behavioral assessment and polygraph, is required prior to hire.