



COMMUNICATIONS SPECIALIST

Department: Communications

Job Class: 131800

Pay Range: Professional 08

FLSA: Exempt

Represented: No

GENERAL FUNCTION: This is professional work in planning, organizing and directing countywide communications and public relations in the Communications Department. An employee in this classification uses well-developed communications skills in designing, marketing, presenting and or explaining a variety of issues to various audiences. This classification is responsible for educating the public, the media, county employees and other agencies using a variety of tools, with the primary focus online. Work in this position involves the use of independent judgment and making recommendations on communication/marketing issues. Work is reviewed by the Communications Department director through projects, conferences, direct observation and attainment of goals and objectives.

ESSENTIAL FUNCTIONS:

- Coordinate the design, implementation and maintenance of the county's internet and intranet sites.
- Publicize programs through website development, news writing, events, exhibits and publications.
- Provide countywide expertise to staff as a "super user" in the areas of technical consulting, planning, troubleshooting.
- Manage and provide employee training on the content management system for the internet and intranet.
- Coordinate and lead meetings of the Internet Core Team, which consists of department representatives who provide feedback regarding online needs and issues.
- Serve as a website liaison to the third-party vendor(s), Information Technology division of Finance, and all other county departments.
- Assist the Communications Director with coordinating the county's social media outreach.
- Identify and analyze issues of concern and emerging trends to management; provide strategic communication objectives, techniques and plans.
- Work as a project manager, including developing plans and schedules for implementation and evaluation.
- Communicate website system functions, equipment changes, operational changes, and other communication-related matters with all levels of staff and management.
- Provide strategic advice to management and other internal customers regarding communication needs.
- Communicate with the media, write and edit news releases, take and edit photographs, design graphics, and arrange meetings regarding county initiatives.
- Communicate effectively and professionally, both verbally and in writing.
- Create and maintain communication training manuals, including the guide to the internet content management system.
- Establish and maintain communication standards, including the county's logo/branding policy.
- Work effectively on deadline during an emergency.
- Represent and provide back-up for communications staff when others are unavailable.
- 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 and holidays.
- Perform other job functions as assigned.

COMMUNICATION SPECIALIST

Classification Description - Pierce County

Page 2

SUPERVISION: Work is performed under minimum supervision with the employee expected to exercise independent decision making. Work is reviewed through conferences and acceptance of presentations.

WORKING CONDITIONS: The Communications Specialist works in an office environment on a daily basis. Travel to various work sites and/or meeting locations is required. Work is generally completed on a regularly scheduled basis, however, attendance and participation at meetings may require working outside of normal scheduled hours. Extended periods of concentration and sedentary work along with prolonged standing on hard surfaces are required. Work is subject to frequent interruptions and normal office noise.

PHYSICAL REQUIREMENTS: Physical activities required are finger dexterity necessary to operate equipment used in the position, talking, seeing, and hearing. There is some walking, sitting, bending/stooping, pushing/pulling and minimal lifting (up to 30 lbs) associated with the classification as it is currently performed. Ability to travel to other work site is required.

KNOWLEDGE, SKILLS AND ABILITIES

Knowledge of:

- Communication and marketing principles, methods and materials, including presentation tools and techniques.
- Website development and management, internet technology, analysis of website statistics, and social media platforms.
- Different writing styles, including AP news and promotional copy.
- Methods and techniques of evaluating effectiveness of public relations programs.
- County government functions and programs.

Skill in:

- InDesign and PhotoShop
- At least one internet content management system.
- Basic HTML

Ability to:

- Determine communication needs for internal and external customers.
- Collaborate and facilitate.
- Effectively write materials for media purposes; proficient in writing using AP style.
- Interact effectively with the media.
- Coordinate large meetings effectively.
- Train County employees with varying expertise levels on internet and intranet design and maintenance.
- Comprehend, analyze, and interpret technical information for targeted audiences.
- 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.
- Establish and maintain effective relationships with a range of community representatives, Information Technology division of Finance, staff and members of the media.
- Plan, assign and coordinate work of other co-workers.
- Effectively coordinate, perform, and complete multiple duties and assignments concurrently and in a timely manner.
- Exercise initiative and discretion in contact with county, state and federal officials and agencies.
- Maintain regular and predictable attendance during regularly scheduled work hours.

COMMUNICATION SPECIALIST
Classification Description - Pierce County
Page 3

- Meet the travel requirements of the position.
- Physically perform the essential functions of the classification.

MINIMUM REQUIREMENTS TO APPLY:

A Bachelor's degree in marketing, communications, journalism or closely related field and 3-5 years of related professional communications experience, including web management/development experience, is required. Additional educational and/or experience in a related area that identifies the ability to perform the essential functions of the position may be substituted year for year for education. Must possess a valid Washington State driver's license.