



DIRECTOR OF COMMUNICATIONS

Department: Communication
Job Class: 106400
Pay Range: Executive 10

FLSA Status: Exempt
Represented: No

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 complex and diverse administrative and management work for a major department with responsibility for all Pierce County communications. The responsibilities of this classification include managing, planning, developing, implementing and evaluating county-wide communication services. Incumbents in this classification manage communications to provide external and internal communications, media relations, public relations and/or public involvement. Responsibilities also include managing staff to appropriately and effectively communicate the agency's message. The position serves as a member of the Executive Cabinet.

ESSENTIAL FUNCTIONS:

- Develop, implement and maintain county-wide public-relations and communication policies and procedures.
- Oversee compliance procedures for all county communications.
- Provide direction and guidance to Department Directors regarding communication issues.
- Manage internal and external communications, which include print, media, web, multi-media, public relations or other areas.
- Develop and monitor the County's strategic plan for the communications program.
- Prepare, manage and monitor annual budget.
- Write or supervise writing of printed materials, press releases, website content, speeches and other public communications.
- Oversee, develop and implement communications projects utilizing Web-based technology to communicate directly with citizens.
- Oversee all media relations functions for the county; serve as spokesperson and liaison to the media; provide live-broadcast and print interviews; track media trends.
- Oversee the development and distribute a variety of public information materials; formulate and provide accurate, authoritative responses to media inquires; act as consultant to Executive, Department Directors, management and staff in the development of responses to media.
- Monitor the editing of publications for content, style and message to assure compliance with county standards.
- Oversee signing of contracts, purchase agreements and other expense documents related to communication services.
- Work with external organizations to implement county strategies and goals.
- Ensure consistent interpretation and compliance of laws, rules, policies and procedures.
- Develop and recommend future department goals.
- Ensure effective communication with county departments and staff to facilitate and ensure adherence to policies and procedures.
- Supervise and coordinate activities of a designated unit; determine work procedures, prepare work schedules and determine methods for expediting workflow; assign, review and approve the work of subordinate staff.
- Investigate grievances involving subordinates and recommend resolution; recommend promotional and disciplinary actions; approve leave requests, and overtime; assure adequate coverage during staff absences.

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- Conduct performance evaluations and develop performance measures and standards.
- 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 functions as assigned.

SUPERVISION RECEIVED AND EXERCISED: An incumbent exercises considerable responsibility for decision-making on both a technical and administrative level. Considerable latitude exists for the exercise of independent judgment and action within the basic framework of relevant laws, codes, and regulations. The position is appointed by and serves at the pleasure of the County Executive and Council. Additionally, the position reports directly to the County Executive and Council. The Director of Communications has full supervisory responsibility for all staff assigned, including hire recommendation, evaluation, training and disciplinary action.

WORK ENVIRONMENT: The work environment characteristics described herein are representative of those an employee encounters while performing the essential functions of the position. Director of Communications works in an office environment on a daily basis. Travel to various work sites and/or meeting locations may be required. Work is generally completed on a regularly scheduled basis, however, attendance at meetings or completion of work outside of normal scheduled hours may be required. Extended periods of concentration and sedentary work at a work station is required. Work is subject to frequent interruptions and normal office noise.

PHYSICAL REQUIREMENTS: The physical demands described herein are representative of those that must be met by an employee to successfully perform the essential functions of the position. 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 associated with the classification as it is currently performed. Ability to travel to attend meetings away from regular work site may be required.

KNOWLEDGE, SKILLS AND ABILITIES:

Extensive knowledge of:

- Public–relations, marketing, and print and media relations.
- Communication principles, tools and strategies.
- Local government and political process.
- Relevant federal, state and local laws, rules and regulations.

General knowledge of:

- Methods and techniques involved in the preparation and execution of a multi-program budget.
- Principles and practices of public administration, organization and employee supervision.
- Principles and practices of video production and cable networking.
- Related departmental policies, procedures, bargaining agreement provisions, and rules and regulations.
- Contracting policies and procedures.
- Related and necessary production software applications.

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Skill in:

- Developing programs, policies and procedures.
- Use of independent judgment, effective decision-making and effective problem-solving.
- Collaborating and negotiating.
- Interpreting laws, regulations and guidelines written by federal, state and local agencies.
- Supervision, mentoring and team-building of staff.
- Writing and public speaking

Ability to:

- Analyze complex issues and develop effectively communicate information and solutions.
- Implement recommendations independently.
- Maintain cooperative and effective working relationships with co-workers, other managers and supervisors, division support staff, other county personnel and the public.
- Understand and follow written and verbal instructions.
- Communicate effectively verbally and in writing to audiences of various social, cultural, ethnic, educational and economic backgrounds.
- Effectively coordinate, perform and complete multiple duties and assignments concurrently and in a timely manner.
- Meet the travel requirements of the position, if any.
- Physically perform the essential job functions of the classification.

MINIMUM REQUIREMENTS TO APPLY: Graduation from a four-year college or university with major course work in communications, public relations, public administration, or related discipline applicable to the duties of the position and ten years of experience in marketing, public relations and/or journalism to include six years of supervisory experience.

SPECIAL REQUIREMENTS: A valid Washington State driver's license may be required. May be asked to pass a thorough background investigation.