



CLASSIFICATION NO. 045  
Established: 12/02  
Revised: 8/13, 7/17  
FLSA: Exempt  
EEO: 2

## **COMMUNITY RELATIONS SPECIALIST 1**

### **CLASS CHARACTERISTICS**

Under direction, to plan, prepare and produce public information and communications to increase citizen awareness, understanding and involvement in County programs, activities, opportunities and resources; and to do other work as required.

### **DISTINGUISHING CHARACTERISTICS**

The Public Affairs Division of the Public and Government Affairs Department is responsible for effective two-way communication between county government and citizens. The Division also coordinates media outreach and relations, public involvement outreach and engagement, serves as liaison to and/or administers the recruitment for various citizen/community committees, organizations, boards and commissions and provides county employees with specific information on events, accomplishments and contributions.

The Community Relations Specialist 1 is the first level in the Community Relations Specialist series. The Community Relations Specialist 1 performs standard journey level, non-controversial publications and communications work. The Community Relations Specialist 1 arranges, writes, edits and produces County publications, and also consults with County departments regarding their individual communications plan to assist with outlining goals, executing the plan and conforming with County standards. The incumbent participates as a team member in originating communication ideas based on the needs of the public, Board of County Commissioners, County Administrator and employees.

The Community Relations Specialist 1 differs from the Community Relations Specialist 2 which implements effective communication strategies for County departments/divisions. It also differs from the Community Relations Specialist, Senior which oversees, manages, and completes projects of greater technical complexity and breadth. The Community Relations Specialist, Senior is responsible for communication content that has significant public sensitivity, community impact and/or visibility.

### **TYPICAL TASKS**

Duties may include but are not limited to the following:

1. Participates as part of a team to design effective, appropriate and strategic communication plans; originates ideas for communications; conducts specific, focused surveys to assess the effectiveness of published communications; compiles and analyzes information and suggestions; forwards and/or makes recommendations for improvements; produces quarterly reports on reader feedback.
2. Develops, designs, produces and updates County-wide and specific program publications based on changing technologies, demographics and citizen needs; identifies new communication approaches; develops cost estimates for various communication projects.
3. Coordinates public relations/marketing projects and activities; coordinates annual plan for brochure development and publication schedule; maintains department-wide calendar of events; coordinate timely distribution and communications of events with the media; develops visual standards for and operates external email based news information service; prepares layout for quarterly newsletter; assembles, writes and distributes monthly internal electronic newsletter.

4. Gathers, edits, writes, and coordinates original news articles, submissions, web content, marketing materials, or printed department newsletters, publications, procedures and training manuals, etc.; ensure policy updates are accurate and timely for both internal and external web pages; coordinate distribution of materials, information, etc. to employees and community partners.
5. Consults with other County departments in the development of new communication and outreach approaches; advises on project costs; maintains alignment to department's communications goals and plan, and County standards.
6. Takes photographs, develops/creates graphic images, and prepares images for publication; maintains image library; develops and maintains contact with departmental and program representatives to keep informed of newsworthy events.
7. Responds to citizen inquiries on a variety of topics via phone, e-mail and in-person; conducts research as needed and maintains filing system of ongoing research projects.
8. Develops, monitors and evaluates County-wide social media account channels sanctioned by the County; maintains a consistent voice-of-brand across multiple social media channels; creates and posts social media content; monitors posted content and engages followers; monitors others' social media channels via content management system; integrates marketing campaigns and strategies into social media posts; creates social media partnerships; provides training in social media for partners and staff.
9. Performs general back-up coverage duties for other PGA staff as necessary; writes routine press releases in conformance with standards; under direction performs limited media/public information officer duties.

#### **REQUIRED KNOWLEDGE AND SKILLS**

Thorough knowledge of: English composition and language; multimedia and print media production, layout and presentation; desktop publishing software and its applications.

Working knowledge of: Principles and techniques of public relations; functions of County organizations and departments; audience market analysis sufficient to identify user needs and interests; media practices and procedures; principles and practices of photography; principles and procedures of office management and administration; budgeting techniques and procedures; research techniques and procedures; standard office equipment, including computer systems and software programs such as word processing and spreadsheets; principles and practices of social media.

Skill to: Communicate effectively, both orally and in writing; respond to public citizen inquiries and interface with other government agencies; establish and maintain effective working relationships with the public, other County personnel, elected officials and other public and private agencies; participate in division's development of comprehensive public information programs; analyze and evaluate non-controversial public relations issues; design, write and edit promotional and informational materials; organize and maintain office/administrative systems and procedures; conduct independent research and prepare cost estimates; define issues and recommend and implement solutions; collect, evaluate and summarize data; translate technical material into common terms; operate computer software and other office equipment.

#### **MINIMUM QUALIFICATIONS**

Minimum qualifications are used as a guide for establishing the minimum experience, education, licensure, and/or certifications required for employment in the classification. The following minimum qualifications are established for this classification. Additional minimum qualifications and special conditions may apply to a specific position within this classification and will be stated on the job announcement.

**Experience:** A minimum of two (2) years of related experience that would provide the required knowledge and skills to perform the responsibilities of this position.

**Licenses/Certifications:** None Required.

### **PRE-EMPLOYMENT REQUIREMENTS**

Driving may be necessary for County business. For position(s) with occasional/incidental driving, incumbents must possess a valid driver's license. Accommodation requests for an acceptable alternative method of transportation will be reviewed on an individual basis in compliance with State and Federal legislation. For position(s) with regular driving, incumbent(s) must also possess and maintain an acceptable driving record throughout the course of employment.

Positions within the County's Criminal Justice agencies must successfully pass an extensive background investigation which may include national fingerprint records check.

All positions within the County's Criminal Justice agencies must pass a pre-employment drug test.