



CLASSIFICATION NO. 142
Established: 1/22
FLSA: Exempt
EEO: 2

COMMUNICATIONS SUPERVISOR

CLASS CHARACTERISTICS

Under direction, to assist county departments in the supervision and development of effective communication strategies and programs to enhance public education, outreach and involvement; to effectively communicate on issues and opportunities; to coordinate communication and public affairs services; and to perform other work as required.

DISTINGUISHING CHARACTERISTICS

The Department of Public and Government Affairs (PGA) is responsible for effective two-way communication between the county and its residents and stakeholders to provide consistent and relevant information about county activities that affect residents and businesses. PGA ensures meaningful public involvement in decision-making, and promotes employee knowledge and involvement in county government.

Under direction, the Communications Supervisor is responsible for supervising operational efficiency and effectiveness of PGA's products and services internally and externally. The supervisor ensures all products and services adhere to high standards, and are consistent with the county's brand, PGA protocols, and communication best practices.

The Communications Supervisor helps identify important, sensitive, or controversial issues related to department programs and activities that may be of interest to the general public and county administration. The incumbent plans, organizes and supervises department processes and procedures to effectively and consistently communicate county and department programs and mission to county residents and stakeholders. Incumbents are responsible for communication planning, creative direction, website performance and content development, and the supervision of staff supporting this work.

The Communications Supervisor differs from the Community Relations Specialist, Senior which does not have full supervisory responsibilities.

TYPICAL TASKS

Duties may include but are not limited to the following:

1. Supervises creative direction and processes of the creative services team, which includes graphic design, web content, videography, photography, and cable channel production; supervises content management and development of the county's public-facing and internal websites; evaluates website performance.
2. Participates with PGA management team in developing effective communications strategies; trains and coaches staff in effective communications methods; assists county departments in developing and maintaining department policy and organizes staff involvement with

outside organizations to ensure external communications are effective and consistent with county policy.

3. Hires and supervises professional and clerical staff; recruits, trains and supervises the work of volunteers and interns; schedules and assigns work; prepares performance evaluations; recommends and administers progressive discipline and termination; conducts and facilitates staff training and development programs; promotes cooperative team efforts among staff and with other county departments; motivates employees to provide quality customer service.
4. Coordinates countywide efforts related to public education, outreach and involvement; identifies and creates opportunities for public education and involvement, including special events.
5. Participates in the development of strategic plans, operational policy, planning efforts, and special projects.
6. Helps create a positive public information environment that encourages the public to become better informed on what county departments do and what services they provide.
7. Assists in content management; reviews and approves internal and external publications; reviews and approves audiovisual materials for public presentations; develops content when necessary and appropriate.
8. Supervises contracts relevant to creative design and production, website maintenance, and other related domains with PGA; develops scopes of work, evaluates proposals, recommends selection, and evaluates progress of the contracts.

REQUIRED KNOWLEDGE AND SKILLS

Thorough Knowledge of: Principles, methods and practices applied in design and implementation of public information, public affairs, community outreach, public involvement and participation and promotion and marketing programs; principles, practices and methods of web-based design and development and applicable programming languages, scripts and protocols; best practices of web design technology, such as navigation principles, breadcrumbs, progress trackers, search engine optimization and site use statistics; audience market analysis sufficient to identify user needs and interests; media practices and procedures; training concepts; public and extemporaneous speaking; methods and techniques of writing for a variety of purposes and for diverse audiences; principles and practices of business communication; correct English usage, including spelling, grammar and punctuation; technical issues related to language translation in publications; research techniques including internet and database resources; project, contract and print budget management techniques and procedures; multimedia and print media production and presentation; website development methods and techniques, including basic html programming; web-formatting options for special audiences; media markets and sources of community resource information;

Working Knowledge of: design and implementation of public involvement programs, collaborative processes and consensus building; public administration, including public policy decision making processes; public relations; functions of county organizations and departments; legislative processes; current trends and methods in public information and public involvement; public notification and record keeping requirements and regulations.

Skill to: Anticipate issues of strategic importance and effectively communicate the department's interests with the BCC and PGA; clearly and persuasively speak extemporaneously on sensitive and controversial issues; compose statements, news releases, and position statements; train staff to effectively communicate and respond to public citizen queries and interface with other government agencies; build and maintain an effective department public information and citizen relations program; establish and maintain effective working relationships; keep abreast of all department projects, issues, and opportunities.

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 six (6) years of related experience; 2 years must be in a lead or supervisory capacity.

Education: None required.

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.