



CLASSIFICATION NO. 048
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FLSA: Exempt
EEO: 2

PUBLIC AFFAIRS MANAGER

CLASS CHARACTERISTICS

Under direction, to plan, organize, evaluate and monitor management programs within the Department of Public and Government Affairs including public and media relations, strategic communications, agency marketing, public outreach, education and involvement, internal communications, content management of the county website, digital/electronic media including social media and video communications, and to do other work as assigned.

DISTINGUISHING CHARACTERISTICS

The Department of Public and Government Affairs (PGA) coordinates public information and intergovernmental relations by disseminating information and promoting communication between the County and the media, business groups, citizen groups and the public. PGA represents the County in policy formulation and coordination of intergovernmental issues with federal, state, regional and local legislatures and governments, and facilitates public involvement and participation in the County's public policy and decision-making process. PGA coordinates these duties through its divisions: Government Affairs, Communications, and Community Engagement.

Public Affairs Managers report directly to the Director, Public and Government Affairs. Incumbents are responsible for the development, coordination and implementation of programs and activities related to media, business and community relations. Incumbents ensure that these programs reflect the policy goals and vision established by the Board of County Commissioners and County Administration.

The Public Affairs Manager differs from Government Affairs Manager who is responsible for the development, coordination, and implementation of programs and activities related to federal, state, regional, and local government relations. The Public Affairs Manager is further distinguished from the Public and Government Affairs Director, who is responsible for managing the County's governmental relations, public involvement, business and media relations, strategic communication programs, cable franchises and video productions for the cable channel and has full authority for Department operations.

TYPICAL TASKS

Duties may include, but are not limited to the following:

1. Develops comprehensive communications strategies and programs; consults, advises and collaborates with all County departments in communications activities; ensures strategic, effective and appropriate internal and external communications; develops, implements and evaluates media, public relations, public involvement, outreach, and marketing programs;

coordinates assessment of current systems and data; researches and analyzes existing County and new technologies, current trends and needs, and makes recommendations; participates in procurement and implementation of new technologies.

2. Assists in the preparation and administration of program budgets; prepares, reviews and analyzes reports; makes recommendations on budget requests; assists in the preparation of budget justifications for presentation to the Director; monitors revenues and expenditures for compliance with budget; prepares and administers grant applications; monitors grant-related expenditures for compliance with contractual agreements; ensures compliance with grant reporting requirements; serves and liaison with County departments and granting agencies.
3. Hires, directs, supervises and evaluates professional staff to provide quality service to residents and County; prepares performance evaluations; administers progressive discipline; conducts and/or facilitates staff training and development programs; promotes cooperative team efforts among staff and with other County departments.
4. Oversees public involvement programs; supports outreach and education efforts to promote county projects and initiatives.
5. Manages contracts for supplemental public information and involvement work; develops request for proposals, scope of work, budget and timeline; interviews, hires, monitors and evaluates contractors.
6. Responds to public information requests from public, resource agencies and elected officials; assures legal compliance in areas affecting public access to information and public information retention and distribution.
7. Plans, develops and delivers media and community relations and other communications training and education to County employees and other appropriate audiences.

Duties also include, within functional area – Strategic Communications and Community Engagement:

8. Develops and directs the County's strategic communications, public relations, media relations, public involvement and community relations programs and activities; develops methods to market opportunities to access county government services, announce new programs or services, and improve public understanding of county programs; creates opportunities for public participation; coordinates press conferences, special events and public awareness offerings; assists in the development, coordination and implementation of department and County-wide policies and procedures related to program areas; manages the development, implementation and evaluation of work programs, plans, processes, systems and procedures.
9. Acts as County spokesperson; represents the County and department at conferences and meetings; organizes media events; presents information at public events and professional meetings; assists in the development of media relations policies; may act as a lead Public Information Officer during emergencies or on specific issues.

Duties also include, within functional area – Visual Communications:

10. Develops and directs the County's visual communications program, including graphic design, multimedia production, digital content development, and web visual standards; develops and implements policies, processes, and strategic approaches to visual storytelling, branding, accessibility, and multi-platform content delivery; provides

direction to staff in defining project objectives, audiences, creative strategies, and deliverables.

11. Oversees the development, coordination, and evaluation of work plans, workflows, systems, and quality-assurance practices to ensure effective and timely delivery of visual communication services; ensures visual communication products meet compliance with local, state, and federal regulations and accessibility requirements.
12. Implements emerging technologies, modern web standards, and visual communication tools to enhance public engagement and improve community interaction with County services and information; evaluates and integrates new design, multimedia, and web-publishing technologies to enhance accessibility, usability, and effectiveness across digital platforms.

REQUIRED KNOWLEDGE AND SKILLS

Thorough knowledge of: Principles and practices of public and media relations, marketing, advertising and public administration related to intergovernmental relations, strategic planning and project management; principles, practices and techniques of public information, including maintenance of public records; public relations and community outreach programs; methods and techniques of issues and image management; methods and techniques for creating effective media and public relations materials; effective business communications; industry trends and media practices as they apply to developing and carrying out public information and public affairs programs.

Working knowledge of: Principles and practices of personnel management, grant preparation and administration, budgeting, purchasing and contract administration; automated systems; software systems; English grammar and composition; principles and techniques of public speaking.

Skill to: Communicate effectively, both orally and in writing; interact and communicate to media with accuracy, poise, credibility and using appropriate voice control; prepare training programs and materials; negotiate and monitor contractual agreements; formulate and evaluate policies, procedures and program requirements relating to media, business and community relations; plan, organize, coordinate and direct comprehensive communications plans, strategic communications and public information; prepare and maintain accurate, clear and concise records and reports; train, direct, evaluate and supervise staff; establish and maintain effective working relationships with county officials and departments, businesses, media, public agency partners, community organizations and County residents; problem-solve to promote interagency cooperation; conduct research and analyze data.

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 including at least 2 years of lead work or supervisory experience that would provide the required knowledge and skills to perform the responsibilities of this position.

PRE-EMPLOYMENT REQUIREMENTS

Driving is required for County business on a regular basis or to accomplish work. Incumbents must possess a valid driver's license and possess and maintain an acceptable driving record throughout the course of employment.