COMMUNICATIONS DIRECTOR

DEFINITION

Under general supervision of the County Manager, manages, plans, coordinates and promotes the Washoe County Community and Media Relations Program; functions as chief spokesperson for the County; and performs related duties as required.

EDUCATION AND EXPERIENCE REQUIREMENTS

A bachelor’s degree from an accredited college or university in public administration, journalism, marketing, public relations, communications or a closely related field AND four years of full time experience with responsibility for a public relations function or as a Public Information Officer; OR an equivalent combination of related education and experience.

LICENSE OR CERTIFICATE

A valid driver's license is required at the time of appointment.

SUPERVISION EXERCISED

Exercises direct supervision over subordinate community relations staff assigned to the County Manager’s Office.

EXAMPLES OF DUTIES (The following is used as a partial description and is not restrictive as to duties required.)

Develop, plan and implement the communications, activities and responses of Washoe County to issues relating to public policy, government relations, citizen relations and public information using various media to disseminate data to the appropriate audience.

Coordinate issue management plans and strategies, including defining the audience and writing issue statements, releases and public service announcements; coordinate with County management to effectively communicate items of public interest.

Serve as primary contact for media requests; plan and implement media campaigns through the production of brochures and other written materials; arrange the appropriate media coverage to inform the public of new programs, events, emergency situations and political issues.

Coordinate the County’s internal employee communications efforts in conjunction with senior management; contribute to, and develop appropriate messages.

Support intergovernmental relations between the County, other government agencies and business/community associations as directed by senior management.
Consult with and provide assistance to County Commissioners and management on public relations strategies and the effective management of public communications.

Supervise assigned support staff which includes: select assigned staff; provide staff training in proper work methods and techniques; assign and review work; conduct performance evaluations; implement discipline and conflict resolution procedures when necessary.

Provide oversight, content management and scheduling guidance to contract video broadcasting/production staff for the Washoe Channel.

Coordinate programming of the County’s cable access channel by planning broadcast schedules, arranging production and reviewing programs to ensure that telecasts are of interest to the public.

Responsible for the County’s website homepage, the Manager’s Office web pages, and other web pages’ compliance with County standards and content management system; oversight for County’s Social Media Policy.

Responsible for the development and administration of the Community Relations budget.

**JOB RELATED AND ESSENTIAL QUALIFICATIONS**

**Full Performance** *(These may be acquired on the job and are needed to perform the work assigned.)*

**Knowledge of:**
Organizational structure of Washoe County government, operations and services in relation to other governments, agencies, community organizations and citizens groups.

Policies, practices and procedures of Washoe County including the Board of County Commissioners, other governing boards and the County Manager’s Office.

Federal, state and local laws pertinent to the assigned function.

Methods and techniques used in the management of public affairs and government relations.

Functions and responsibilities of federal, state and local governments.

Local media sources, protocol, distribution areas and audiences.

**Ability to:**
Disseminate information to and develop good working relationships with government officials, local news media, special interest groups and the general public.

Select, supervise and evaluate the performance of assigned staff.

**Entry Level** *(Applicants will be screened for possession of these through written, oral, performance and other evaluation procedures.)*

**Knowledge of:**
Components of an effective public relations program, including promotion, market research, marketing and publicity methods and techniques applied to various media.

Principles and practices of public administration.

Principles and practices of supervision.
Ability to:
Analyze information/situations and make appropriate responses or recommendations.

Read/analyze legal documents, legislative bills, contracts, reports, agreements and other data.

Independently plan and prioritize multiple issues.

Interact effectively with public officials, media representatives, citizens’ groups and/or individuals with diverse interests regarding sensitive or controversial issues.

Advise public officials and county staff on effective public relations strategies and communications techniques; provide training in the same.

Make effective visual and oral presentations to the Board of County Commissioners, media representatives, governmental representatives, legislative bodies and citizens’ groups, in person or via radio or television.

Communicate orally in a clear, concise manner.

Operate a personal computer and use a variety of software packages, including desktop publishing and website software.

Write issue statements, press releases, public service announcements, reports, memoranda, and other written materials clearly and concisely, utilizing good journalistic style.

Establish, maintain and foster effective working relationships with those contacted in the course of work.

SPECIAL REQUIREMENTS (Essential duties require the following physical skills and work environment.)

Ability to frequently stand and walk. Ability to sit for extended periods. Ability to work in a standard office environment. Ability to lift and move objects weighing up to 10 lbs. Ability to use office equipment including computers, telephones, calculators, copiers, and fax machines.

This class specification is used for classification, recruitment and examination purposes. It is not to be considered a substitute for work performance standards.