

COUNTY OF SOLANO

PUBLIC COMMUNICATIONS OFFICER

Est. 08/05

DEFINITION

Develops strategic communication plan(s) and related policies that will include external public relations and media coverage and internal messaging and strategic communication. Key advisor on the planning, development, implementation and control of communications, marketing, and public relations policies and management issues. Organizes project teams for highly sensitive, interdepartmental project and provides principal support to the County Administrator in formulating communications requested by the Board of Supervisors and County departments.

CLASS CHARACTERISTICS

The Public Communications Officer (PCO) acts as a "consultant" to other County departments, reviewing projects for excellence in design and advising on implementation to meet a myriad of objectives for both external and internal audiences. The PCO provides management leadership for cross-departmental communications projects and programs, such as the year-end Report, by identifying major issues, determining the scope of projects, and working in concert with department management to establish schedules and allocate resources. The person in this position must establish effective relationships with other departments as well as with community associations, the business community, civic organizations, regional partners, the media, and various interested groups and individuals. This position also advises elected officials on aspects of policy communication as well as provides preparation to spokespersons. During emergency/disaster situations, this person manages the dissemination of public information. This position focuses on a broad range of public affairs, communication issues and policies, and ensures that department decisions effectively protect the County's interests.

SUPERVISION RECEIVED AND EXERCISED

Works under the general supervision of the County Administrator and/or designee.

May supervise staff in the County Administrator's Office.

EXAMPLES OF DUTIES – *Performs duties and responsibilities commensurate with assigned functional area within a County department which may include, but are not limited to, any combination of the following tasks:*

1. Develop and implement a long-term strategic Countywide Communications Plan and annual incremental work plans.
2. Lead external communication efforts, including establish consistency in presenting County information to the public in a timely and effective manner.

3. Provide leadership and management on County media relations, including preparing County Board of Supervisors, County Administrator, and Department Directors for media contacts and events. Anticipate media responses and prepare spokespersons with talking points accordingly.
4. Serve as advisor to the Board of Supervisors, Leadership Team, and departmental information officers and coordinators on media relations and communications for high profile and/or politically sensitive issues and initiatives.
5. Design, develop, organize and coordinate the communication of the County's vision, values and central themes and messages to internal and external audiences.
6. Oversee and coordinate the dissemination of prompt, accurate emergency public information during emergency and disaster situations. Participate as a communications consultant on the Emergency Preparedness Committee and provide advice and service as needed.
7. Develop, organize, implement and maintain an internal communications plan to communicate information to employees and the public, ensuring a consistent, effective and efficient process.
8. Lead or facilitate interdepartmental communications team on County publications and communication opportunities.
9. Plan, lead, organize and control print, web, and TV media messages to enhance the County's image and communicate County issues, actions, and services.
10. Manage TV programming and scheduling. Manage consultants to provide communications assistance including public relations and communications training.
11. Provide oversight of written publication processes, including writing articles, preparing and/or editing publications and presentations.
12. Develop and recommend new communications methods and enhancements to better achieve County goals, including fostering the organization's core values and marketing County services to citizens, community groups and other external organizations.
13. Develop and maintain strong working relationships with government and community leaders, internal information sources and the media.

JOB RELATED AND ESSENTIAL QUALIFICATIONS

Knowledge of:

Developing and implementing strategic communication, image and creative marketing plans.

Managing the development of TV programming, web development and publication production processes.

Skills to:

Requires a high level of technical skills and expertise in public relations, communications, organizational effectiveness/development, and related information technology.

Ability to:

Build and maintain effective working relationships within an organization as well as with media providers, including leading and motivating work teams and/or individual contributors. Ability to illicit cooperation and resolve conflict.

EXPERIENCE AND EDUCATION/TRAINING

Experience:

Seven or more years of experience in professional or managerial level media relations, government relations and community relations, including spokesperson responsibilities for a complex public or private organization.

AND

Education:

Bachelor's degree in communications, public relations or related field with a high level knowledge of media relations required. Master's preferred.

SPECIAL REQUIREMENTS

Possession of or ability to obtain a valid Class C California driver's license may be required.

SUPPLEMENTAL INFORMATION

Independent travel is required.

ADA COMPLIANCE

Physical Ability:

Work involves walking, talking, hearing, using hands to handle, feel or operate objects, tools, or controls, and reaching with hands and arms.

Sensory Requirements:

Vision abilities required by this job include close vision and the ability to adjust focus.

Environmental Factors:

Essential functions are regularly performed without exposure to adverse environmental conditions.

Yolanda Irigon
Director of Human Resources

Established Date: August 2005

CSC Date:

BOS Date:

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