



CLASS SPECIFICATION

Class Code: 7007
Date Est: 11/93
Last Rev: 3/2001
Last Title Chg: 9/99
FLSA: Exempt

DIRECTOR OF COMMUNITY RELATIONS

DEFINITION

Under administrative direction of the County Manager, manages, plans, coordinates and promotes the Washoe County public relations program; coordinates County issues management campaigns; functions as County ombudsman and chief spokesperson; and performs related duties as required.

EDUCATION AND EXPERIENCE REQUIREMENTS

Graduation from an accredited college or university with a bachelor's degree in public administration, journalism, marketing, public relations, communications or a closely related field plus 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

Must possess a valid driver's license at time of appointment.

SUPERVISION EXERCISED

Exercises direct supervision over subordinate public information 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.)*

Plan and organize 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 define the audience, write issue statements, releases and public service announcements, speak to civic and service organizations, brief board members and county management to effectively communicate items of public interest.

Respond to requests for information from the news media; meet with special interest groups; 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 communications efforts through the production and distribution of the County's annual report, employee information, and public information materials to advise staff and management of facts and data relevant to their operations.

Support intergovernmental relations between the County and other government agencies; represent the County in its business and community associations for all areas of County operations.

Consult with and provide assistance to County Commissioners and management on strategic issues and special assignments; research, compile and analyze data, providing expertise 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.

Consult with and provide assistance to county lobbyist and staff regarding county positioning and public information campaigns on state and federal legislation.

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 web pages, and other web pages' compliance with county standards.

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 work in a standard office environment.

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

Approved WERCCS Job Evaluation Committee

Date March, 2001