



## CLASS SPECIFICATION

Class Code: 60017100  
Date Established: 08/2011  
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FLSA: Exempt  
Probation: 12 months

### COMMUNICATIONS DIRECTOR

#### **DEFINITION**

Under administrative direction of the County Manager, is responsible for the oversight of the Washoe County Communications Division; functions as chief spokesperson for the County and region; and performs related duties as required.

#### **EXPERIENCE AND TRAINING 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 five years of full-time experience with responsibility over a communications or public relations program including two years of experience in a management or supervisory capacity; 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 professional and support staff.

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

Manage, plan, coordinate and oversee the operations of the Communications Division to include the communications, activities, and responses of Washoe County to issues relating to public policy, government relations, citizen relations, and public information using various forms of media to disseminate data to the appropriate audience.

Manage the Washoe 311 service center, streamline citizen requests countywide, analyze program metrics, and adjust programming in accordance with the needs of the County organization and citizens.

Manage public records policies, procedures, and response coordination.

Lead, develop and support strategic regional messaging and crisis management communication campaigns in coordination with local municipalities and stakeholders throughout the geographical region of Washoe County.

Provide oversight for the Commissioner support program, adhering to Nevada Revised Statutes and County policies and regulations to engage constituents, coordinate communication between constituents and County Commissioners, oversee public relations strategies and the effective management of public communications.

Plan and manage district level Citizen Advisory Board meetings; analyze citizen listening platforms to develop Commissioner and jurisdictional messaging for County Commissioners.

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.

Oversee media relations, plan and implement media campaigns through the production of digital materials, brochures; arrange the appropriate media coverage to inform the public of new programs, events, emergency situations, and political issues.

Coordinate and develop the County's internal employee communications efforts in conjunction with senior management; contribute to and develop appropriate messages on employee messaging platforms.

Provide oversight for the development and maintenance of the County's external website, develop templates and best practice standards for department website content users, ensure compliance of County website content and pages with County standards and policy, analyze the effectiveness of content and layout, recommend improvements, develop and manage content delivery for the County's main website homepages, the Manager's Office and Commissioner webpages.

Support intergovernmental relations between the County, other government agencies and business/community associations as directed by senior management; serve as a member of the County Manager's Executive Team.

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 and social media platforms.

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.

Collaborate and lead regional municipal entities and stakeholders on communication strategies for regional crisis management, key initiatives and programming that impact all Washoe County citizens.

Represent the Communications Division to other departments, elected officials and outside agencies; coordinate assigned activities with those departments and outside agencies and organizations.

Develop, implement, and provide oversight for the County's social media channels.

Oversee and administer the County's Communications Division budget, including commission support and commission discretionary funds, digital communications, Washoe311, media relations and website and video support.

## **JOB RELATED AND ESSENTIAL QUALIFICATIONS**

**Full Performance Level** *(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.

Department and division policies and procedures.

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

Information systems and software programs used in assigned areas(s).

Budget development and administration.

Functions and responsibilities of federal, state, and local governments.

Local media sources, protocol, distribution areas and audiences.

**Ability to:**

Disseminate information to and develop effective working relationships with government officials, local news media, special interest groups, and the public.

Identify communications issues, gaps, and opportunities specific to the needs of Washoe County.

Serve as subject matter expert in County communications, provide guidance to County staff on matters related to communications and ensure consistent messaging and branding across the organization.

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

**Knowledge of:**

Components of an effective communications program, including promotion, market research, branding, consistent large-scale messaging, marketing and publicity methods and techniques.

Promotional materials, public interest news items, and targeted content delivery appropriate to TV, website, print, social media, radio, and other outlets.

Advanced techniques and methods used in crisis communications.

Best practice communication strategies, emerging industry trends, and how to apply this information to drive advancements to the communications program.

Communications program development and management methods and techniques.

Principles and practices of public administration.

Principles and practices of management, organization, supervision, and training.

**Ability to:**

Select, supervise, and evaluate the performance of assigned staff.

Analyze information/situations, data, program metrics; develop appropriate responses or recommendations.

Evaluate programs for effectiveness; develop and implement programmatic improvements.

Effectively respond and adapt to rapidly changing situations in a calm and professional manner.

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 and serve as primary subject matter expert in County communications.

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 various forms of media.

Communicate orally in a clear, concise manner tailoring the message to the intended audience.

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 appropriate journalistic style.

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

Effectively represent Washoe County and its interests in communications with the public, community organizations, governmental agencies, and all internal and external stakeholders.

**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.*