



CLASS SPECIFICATION

Class Code: 17926
Date Est: 07/2015
Last Rev: 08/2021
Last Title Chg:
FLSA: Non-exempt
Probation: 12 months

MEDIA AND COMMUNICATIONS SPECIALIST

DEFINITION

Under general supervision, is responsible for social media messaging; supports internal and external messaging for Washoe County; manages applicable social media sites; serves as liaison with the public and the media; and performs related work as required.

EXPERIENCE AND TRAINING REQUIREMENTS

A Bachelor's degree from an accredited college or university in Journalism, Television, Telecommunications, Business, or a closely related field, AND three years of full-time experience preparing and disseminating information through radio, television, newspapers or other publications; OR an equivalent combination of training and experience.

LICENSE OR CERTIFICATE

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

SUPERVISION EXERCISED

Exercises no supervision.

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

Write, produce and edit press releases and internal and external communications with department and division heads, elected officials and County employees.

Serve as spokesperson and primary resource for Washoe County information; respond orally and in writing in a timely manner to a variety of inquiries from staff, the media or the public.

Interview employees, department heads, elected officials and citizens to develop articles, television scripts and features on employees.

Responsible for media relations within Washoe County; manage social media on Twitter and Facebook; field social media by responding to inquiries and pitching story ideas about Washoe County; monitor media coverage through broadcast, print and any other form of media.

Responsible for the oversight of Washoe County TV (WCTV) for video services, programming and website content; manage the WCTV television studio based on area of assignment.

Responsible for crisis communication by developing proactive internal and external messaging; continuing Incident Command System training; providing media training to employees and County Commissioners.

Compile the daily Media and Outreach Report and monthly media metrics.

Arrange press conferences and authorize appearances or press statements from staff members and elected officials by providing guidelines and strategies to present messages/information/issues properly.

Foster good public relations working relationships with the media by providing pertinent information in a timely manner and notifying the media of newsworthy events.

Create materials to promote and publicize internal and/or community relations, by creating and distributing newsletters, brochures, fact sheets, special feature stories and video tape recordings for media representatives; develop exhibits, displays and materials for promoting programs at community events and fairs to maintain public awareness of program issues and concerns.

Develop a variety of educational materials, including publications, television productions, newspaper articles, surveys, awards, video and audio public service announcements, correspondence, forms and brochures to create a better understanding of County programs, services, policies and projects.

Initiate, maintain, and update a variety of resource materials, files and records, including news archives, of background information related to area of assignment.

May mentor student interns through training, coaching and regular feedback.

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 process as it relates to assigned area(s).

State Legislature and statewide elected officials.

Departmental policies, practices and procedures, including protocols, state and local regulations and code compliance.

Media resources and other forms of public outreach available in the community.

Incident Command System (ICS) training.

Website management information systems and software programs used in the assigned area.

Methods and techniques of video and audio productions, including public access television/cable.

Ability to:

Develop comprehensive public relations and public information programs for area(s) of assignment.

Develop and maintain cooperative and productive working relationships with local media and key figures in community groups and agency programs.

Manage and monitor social media sites.

Keep track of media monitoring services for daily media reports.

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

Knowledge of:

Components of a public relations program including media relations and news media related activities.

Promotional techniques and marketing methods, including publicity materials appropriate to TV, print, radio and other outlets.

Methods for developing and presenting public information programs.

Public relations practices and strategic program development.

Copy writing, editing, layout, photography and graphics/design.

Ability to:

Evaluate information/situations, formulate promotional or public relations strategies and make recommendations for media access and appropriate message.

Develop information and reports in an organized manner and within schedules and timelines.

Plan and coordinate all components of public information, education and promotional activities.

Write materials appropriate for a variety of venues, such as articles, speeches, brochures, news releases, fact sheets, public service announcements, news or special interest articles.

Make effective visual and oral presentations in front of individuals and groups, such as members of the media and department heads.

Interview and create rapport with interview subjects.

Prepare rough illustrations and diagrams for layout purposes.

Analyze the news value of events.

Interpret and apply regulations, policies, and procedures.

Use a personal computer, iPhone, iPad and a variety of software packages, including word processing and desktop publishing.

Establish, foster and maintain effective, collaborative and productive working relationships with staff, representatives of other departments, other state and government agencies, community organizations and the general public.

SPECIAL REQUIREMENTS

Essential duties require the following physical skills and work environment.

Ability to work in a standard office environment. Ability to lift and move objects weighing up to 25 lbs. Ability to use cameras, video cameras, audio/video equipment, computers, telephones, printers, 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.