



CLASS SPECIFICATION

Class Code: 60018782
Date Est: 07/2020
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Last Revised: 08/2022
Last Title Change:
FLSA: Exempt
Probation: 12 months

MEDIA AND COMMUNICATIONS PROGRAM MANAGER

DEFINITION

Under general direction, manages, plans, and coordinates countywide communication strategies; functions as centralized liaison for all County crisis communications; 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 three years of increasingly responsible communications program or project management experience in a public relations, marketing, journalism, communications, media coverage or closely related field; 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 direct supervision.

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

Develop, plan and coordinate crisis communications; serves as the primary and centralized point person for countywide crisis communications.

Supervise assigned staff, which includes participating in staff selection; providing training in proper work methods and techniques; assigning and reviewing work; conducting performance evaluations; implementing discipline and conflict resolution procedures when necessary.

Manage external communications program, organize external messaging, write and develop County Commission messaging, serve as the point of contact for media relations, including regularly monitoring and updating the website, overseeing social media platforms, and promoting County brand standards.

Oversee professional services video vendor relationships; provide data to develop key video planning initiatives; approve script writing, production efforts and deadlines.

Manage all communication needs with Truckee Meadows Fire Protection District (TMFPD) Communications Manager and the Office of the County Manager to ensure that mutual communication priorities are being addressed.

Identify gaps in the communications program, present findings to the director, evaluate alternatives and make recommendations.

Develop the annual communications plan by analyzing multiple data sources to create strategies to effectively communicate with the public, media representatives and other stakeholders.

Develop a variety of communications, marketing and public relations materials including newsletters, media reports, press releases, social media announcements, video and radio announcements, and website content.

Manage, organize and plan all strategic planning for regional leadership by utilizing organizational data and through the Engaged Employee strategic objective.

Compile organizational and communications metrics data to be utilized in various presentations to both internal and external stakeholders.

Manage coordination of all County Communicators including collaboration with regional stakeholders

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 including communication strategies and initiatives of various County departments and the relation to overall County communications and branding.

Key components of effective crisis communications, including updating plans and supporting the Emergency Management Accreditation Program (EMAP) process and Incident Command System.

Local media resources and public outreach platforms.

Public meeting process, regional boards and committees, as well as understanding the role and oversight of the Board of County Commissioners (BCC).

Federal, state and local laws as it relates to the assigned area (s).

Departmental/division policies and procedures.

Computer and website software specific to the department/division.

Ability to:

Evaluate divisional and countywide communication strategies to develop program and process improvements.

Develop new and innovative communications strategies and public outreach efforts.

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

Knowledge of:

Components of an effective public relations program, including communication strategies, branding, promotion, and media relations.

Principles, practices and methods used to create consistent communications messaging across the organization.

Principles, practices, and methods used in crisis communications.

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

Principles of general management, supervision, employee evaluation, and training.

Ability to:

Plan, coordinate and manage the delivery of a variety of communication functions, projects and initiatives to accomplish established goals and objectives.

Select, supervise and evaluate the performance of assigned staff.

Analyze information, project consequences of proposed actions, formulate alternative solutions and provide appropriate responses or recommendations.

Gather, analyze and use metrics data to develop informational presentations, identify program gaps and make appropriate recommendations.

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

Conduct and provide interviews for the media.

Use a personal computer, smart phone, tablet and a variety of software packages.

Make effective visual and oral presentations for both internal and external stakeholders.

Interpret and apply regulations, policies and procedures.

Communicate effectively, both orally and in writing.

Maintain effective working relationships with staff, vendors, representatives of state and local agencies, the media, community groups, 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.