

PUBLIC COMMUNICATIONS SPECIALIST

FUNCTION OF THE JOB

Under supervision, to develop and maintain content for website, social media, graphics, and media releases for a variety of programs and outreach activities; and to perform other duties as required.

CHARACTERISTIC DUTIES AND RESPONSIBILITIES

1. Designs graphic artwork for both print and online use for marketing communications, informational meetings, and events.
2. Develops promotional material for events for revenue generation, volunteer, and sponsorship recruitment.
3. Assists in the planning, development, and organization of special events to promote the use of new and existing programs and services.
4. Compiles and analyzes statistical data and insights to report on results of social advertising, including trends, opportunities, and strategic recommendations.
5. Assists with inquiries from the general public, the media, outside agencies, staff, and other departments regarding programs, events, and operations.
6. Prepares presentations and other media for various department programs.
7. Serves as subject matter expert on digital and social media technologies and techniques and their usefulness for sponsorship, brand messaging, and communication.
8. Assists in the preparation of media releases.
9. Generates, edits, and publishes content that builds brand reach.
10. Manages and responds to all brand and social media guest comments and messages.
11. Operates mobile and live video systems.
12. Coordinates cross department/division informational initiatives.
13. Establishes and maintains effective working relationships with County staff, elected officials, community organizations, the media, businesses, and the public.
14. Performs other duties as required.

QUALIFICATIONS

Essential Knowledge and Abilities

1. Working knowledge of various methods of verbal, written, and audiovisual presentation techniques.
2. Working knowledge of web design and development, and content marketing best practices.
3. Working knowledge of marketing research techniques, practices, and analytics.
4. Working knowledge of social networking sites; stays current on new applications.
5. Working knowledge of digital and social media marketing principles and best practices for promoting and selling products and services, online customer engagement and new customer attraction.
6. Working knowledge of design principles and department-specific software such as Microsoft Suite, Adobe Creative Suite, web design, CMS software, HTML or CSS, online survey tools, customer relation management systems, and comparable software.
7. Working knowledge of internet access, database, spreadsheet, and word processing programs.
8. Ability to establish and maintain effective working relationships with County staff, elected officials, the public, businesses, community organizations, and the media.
9. Ability to effectively interact with sensitivity with persons from diverse cultural, socioeconomic, educational, racial, ethnic, and professional backgrounds, and persons of all ages and lifestyles

QUALIFICATIONS

Essential Knowledge and Abilities (continued)

10. Ability to communicate effectively both verbally and in writing including preparing, writing, editing and orally presenting information on programs and activities.
11. Ability to develop strategic marketing programs to increase and enhance the visibility, revenue, volunteer participation, and sponsorships for department programs and events.
12. Ability to recommend, plan, organize, implement, promote, and evaluate new and existing programs and special events.

Training and Experience

1. Graduation from a recognized college or university with a bachelor's degree in marketing, communications, public relations, or closely related field.

OR

2. Graduation from a recognized technical school with an associate degree in marketing, communications, public relations, or closely related field, plus two (2) years of professional work experience in marketing, communications, public relations, or closely related field.