

PUBLIC COMMUNICATIONS COORDINATOR

FUNCTION OF THE JOB

Under direction, to plan, coordinate, and execute activities of communicating and educating the public about department services; to assist in planning, organizing, and executing public information campaigns; to advise management on public relations/public information issues; to assist in the development and implementation of department strategic plan; to serve as the department's Public Information Officer and critical spokesperson during emergency and crisis events; to perform other duties as required.

CHARACTERISTIC DUTIES AND RESPONSIBILITIES

1. Develops and executes strategies for outreach and educational activities for the Department.
2. Oversees involvement in departmental special events; media relations and news conferences; presence on the internet and other electronic media, and other informational and promotional documents; to ensure adherence to department protocol, confidentiality laws, and brand standards, and to ensure that a unified, consistent message/theme is delivered in all department publications for consumers, community stakeholders, county board supervisors, and legislators.
3. Oversees the department's intranet and internet layout and for writing content in coordination with department divisions.
4. Produces internal communications including departmental and countywide newsletters, department emails and presentations, and intranet content.
5. Serves as the primary department contact/Public Information Officer and liaison with media representatives; upon consultation with the County Executive's Office, respond to requests from the media for official statements with respect to the County's position on department issues/incidents of public interest; develops relationships with media, community and business representatives to promote coverage of department issues, activities and accomplishments, and ensure involvement by various constituencies and communities.
6. Coordinates the department's overall public information plan and strategies for increasing public awareness of department services, activities, and accomplishments; coordinates the gathering and analysis of demographic, market and other information necessary for formulating and evaluating the effectiveness of the department's overall public information plan; and leads the evaluation of the results of public information activities.
7. Assists in the development and implementation of emergency preparedness communication methods and crisis PR communication statement and messaging.
8. Assists in the implementation of the department's social media policies and procedures, leveraging department's online presence through digital marketing, and monitors Department staff compliance.
9. Coordinates the development of the Department's environmental and strategic plan; assists with monitoring of the execution of the strategic plan; assists with development of measurement tools and necessary dashboards.
10. Develops departmental and divisional online surveys and protocols.
11. Conducts behavioral public relations research of internal and external stakeholders.
12. Collaborates with task forces and non-profits on common missions/objectives with the department.
13. Provides project management assistance for inter and intra-departmental marketing communications initiatives.
14. Serves on internal department committees to facilitate department-wide communications and to enhance employee job satisfaction and improve department operations.
15. Establishes and maintains effective public and working relationships with County staff, elected officials, other units of government, community organizations, the media, and the general public.
16. Performs emergency government duties as assigned in event of Waukesha County Emergency Government declaration.
17. Performs other duties as required.

QUALIFICATIONS

Essential Knowledge and Abilities

1. Comprehensive knowledge of the function and operation of department services, other county department services, and community resources.
2. Comprehensive knowledge of strategic planning principles and procedures.
3. Comprehensive knowledge of the principles, practices, and methods of public information, outreach, public relations, and promotion of programs and activities.
4. Considerable knowledge of survey, research, and statistical methods and techniques.
5. Considerable knowledge of project management principles and procedures.
6. Considerable knowledge of various methods of verbal, written, and audiovisual presentation techniques.
7. Considerable knowledge of computerized department program software, graphic design software, internet access, database, spreadsheet, and word processing programs.
8. Working knowledge of emergency preparedness communications and Incident Command System (ICS) protocols.
9. Ability to assist in planning, organizing, and coordinating projects with input from numerous agencies and individuals.
10. Ability to work with shared leadership and cross-divisional teams; and to coordinate special events.
11. Ability to plan, organize, and coordinate the efforts of staff in the development and design of department strategic plan, and policies and procedures.
12. Ability to objectively analyze and interpret complex and detailed data and materials, and to prepare recommendations.
13. Ability to effectively communicate orally and in writing; to prepare, write, and orally present information on department programs and activities; and to write press releases and deal with media.
14. Ability to design and execute communications and public relations activities.
15. Ability to establish and maintain effective public and working relationships with County staff, elected officials, other units of government, community organizations, the media, and the general public.
16. 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.

Training and Experience

1. Graduation from a recognized college or university with a bachelor's degree in journalism, marketing, public relations, communications, or a closely related field.
2. Three (3) years of responsible professional work experience in marketing, communications, public relations, media-related activities, legislative or policy research, or a closely related field, preferably in the public sector.
3. A master's degree in an area listed above may substitute for one year of the required work experience.
4. Valid Driver's License.