

**Walla Walla County
Position Description**

JOB TITLE: Communications Specialist I
DEPARTMENT: Community Health
REPORTS TO: Administrative Director
PAY GRADE: 5, 40 hours/week, Non-Exempt, Benefits apply

JOB SUMMARY: The Communications Specialist I is responsible for managing social media accounts and department website. This position assists in maintaining social and offsite content calendars and ensures that the content remains consistent. The position serves as the point of contact for department event requests and uses communication plan to manage and plan department response. The Communications Specialist I assist staff with event planning and response. Maintains press release templates, works with department staff to coordinate, and release press releases using communication plan. Assists in ensuring marketing images, including but not limited to web presence, social media, and printed materials are consistent with department brand. Assists in the dissemination of information to internal and external customers. Coordinates with local, regional, and state partners on department related activities, workgroups, and initiatives.

SUPERVISORY RESPONSIBILITIES: N/A

ESSENTIAL FUNCTIONS:

- Assists in managing social media platforms and county websites to ensure content remains consistent across all platforms and maintains departments presence in a positive manner.
- Stays up to date on the latest platform changes, new channels, media landscape and best practices.
- Ensures required public records are maintained.
- Ensures various coalitions, advisory committees and other meetings are posted following public records requirements including meeting notices, agenda, and meeting minutes.
- Maintains department social event calendar(s).
- Creates newsletter templates for department or section newsletters.
- Receives and processes event requests for the department.
- Reviews department Communication Plan and ensures plan is followed or requests edits when needed. Participates in department yearly review of plan and offers insight and suggests updates.
- Maintains press release templates and files for staff.
- Assists with content strategies to effectively reach the desired target audience and marketing goals.
- Ensures DCH communicates effectively with appropriate community organizations in the ongoing process of assessing and addressing community needs.
- Develops and maintains effective working relationships with area organizations, public agencies, healthcare/volunteer organizations, schools, etc., to ensure communication between DCH and the community is seamless.
- Works with media to promote programs; prepares various reports, press releases, and public service announcements to ensure dissemination of information in a timely manner.
- Responsible for proofreading and editing content before publishing.
- Maintains departments brand and style guidelines.

EXAMPLE OF DUTIES:

- Maintain list of advisory committees, coalitions and other meetings ensuring timely posts of meeting dates, agendas, meeting minutes.
- Work with staff to research and create press releases. Ensure press releases are disseminated following the communication plan.
- Maintain department social events calendar(s).
- Receive and process community event requests following communication plan.
- Create newsletter templates for various departments and ensure formatting follows department brand. Ensures proofreading and editing before releasing to public. Ensures social media activity and evaluates community response. Maintain website and ensure needed post and updates are timely.
- Respond to public health emergency drills/exercises or actual events as required.
- Perform other duties as assigned.

EQUIPMENT TO BE USED: Standard office equipment including PC or computer workstation and related software, fax, photocopy machines, multi-line phone systems, voice mail, email, and cell phones.

WORKING ENVIRONMENT/ PHYSICAL ABILITIES:

- Participate in activities both within and outside the department in the community at large, such as schools and community groups, in a variety of environments and settings.
- Requires manual dexterity and visual acuity to operate a personal computer and peripherals.
- Ability to lift and carry twenty-five to thirty (25-30) pounds.
- Requires sufficient hearing and speech ability to communicate effectively verbally.
- Ability to drive an automobile, fly in an airplane and travel as required.

KNOWLEDGE AND ABILITIES:

- Experience as a social media specialist or similar position. Excellent critical thinking, interpersonal, communication, time management and problem-solving skills.
- Ability to use social media for impressions and brand awareness.
- Excellent knowledge of social media brand platforms.
- Familiarity with publishing and web design.

EDUCATION AND EXPERIENCE: A BA or BS in communications, social sciences, or health related field, **and** one (1) year of experience related to community outreach, mobilization, and public relations that would have provided exposure to communications.

LICENSES AND OTHER REQUIREMENTS:

- Maintain professional continuing education.
- Maintain the principles of confidentiality.
- Maintain a current driver's license and vehicle insurance.
- Access to a vehicle during work hours.
- Provide documentation of immunization status, proof of immunity to vaccine preventable diseases, or sign an exemption and participate in the employee health program.
- Must successfully pass a background check and a driving record check.

THIS POSITION DESCRIPTION DOES NOT CONSTITUTE A CONTRACT FOR EMPLOYMENT.