

**Walla Walla County
Position Description**

JOB TITLE: Communications Specialist II

DEPARTMENT: Community Health

REPORTS TO: Administrative Director

PAY GRADE: 6, 40 hours/week, Non-Exempt, Benefits apply

JOB SUMMARY: The Communications Specialist II is responsible for managing social media accounts and the department's website. This position also maintains 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 II will also assist staff with event planning and response. Maintains press release templates, works with department staff to coordinate, and release press release using communication plan. Responsible for 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. As a Communications Specialist II this position will take a stronger role in developing press releases, writing content for newsletters and developing department brand.

SUPERVISORY RESPONSIBILITIES: N/A

ESSENTIAL FUNCTIONS:

- Managing social media platforms such as Facebook and county website and ensuring content remains consistent across all platforms and maintain departments presence in a positive manner.
- Stay 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.
- Maintain 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.
- Develop and maintain press release templates and files for staff.
- Assist with content strategies to effectively reach the desired target audience and marketing goals.
- Ensure DCH communicates effectively with appropriate community organizations in the ongoing process of assessing and addressing community needs.
- Develop and maintain effective working relationships with area organizations, public agencies, healthcare/volunteer organizations, schools, etc., to ensure communication between DCH and the community is seamless.
- Work with media to promote programs; prepare 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.

- Maintain 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.
- Take lead in researching and create press releases for review. Ensure press releases are disseminated following the communication plan.
- Coordinate news reporters, press releases and requests for interviews. Offers strategies for success to employees dealing with interviews.
- 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 the 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.
- Ability to coordinate staff and stakeholders with press releases, interviews, and train staff in best practices for being interviewed, quoted, etc.
- Effective public speaking and professional appearance.

EDUCATION AND EXPERIENCE: BA or BS in communications, social sciences, or health related field and three (3) years' experience working in a public health communications role OR a master's degree in public health communications and two (2) years' experience related to community outreach, mobilization, and public relations. Must be able to demonstrate excellent public speaking skills.

LICENSES AND OTHER REQUIREMENTS:

- Full Incident Command System training through ICS-400

- Incident Command System training for communications such as 952, 969 or as approved by management.
- Trauma Informed Care, Suicide Prevention communication best practices and Positive Messaging Norms Training
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- 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.**