

## CLASS SPECIFICATION



**CLASS:** Media & Community Relations Coordinator  
**ALLOCATION:** County Administrator's Office  
**FLSA STATUS:** Exempt  
**UNION AFFILIATION:** Non-Represented

**ESTABLISHED:** November 2019

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### **JOB SUMMARY:**

Under general direction, design, implement, coordinate, and monitor programs related to the County's strategic marketing and communication plan, including community engagement and promotion of County programs and services; develop branding and messaging framework in support of the County's strategic plan; performs related work as assigned.

### **CLASS CHARACTERISTICS:**

This is the supervisory level position in the communications series assigned to the County Administrators Office and responsible for coordinating, managing, and directing the public information for the County.

### **EXAMPLES OF DUTIES:**

#### **Essential:**

- Supervise, review and evaluate the work staff; organize and assign work, set priorities and follow up to ensure timely completion; evaluate staff job performance, provide direction and coaching, through regular feedback sessions; create individual development plans with employees, discuss job performance problems to identify causes and issues, and work on resolving problems; recommend discipline and implement discipline procedures as needed/directed; provide or coordinate staff training; offer advice and assistance as needed.
- Plan, develop, organize, and execute the communication activities related to the strategic plan to promote the County's initiatives, goals and priorities; incorporates innovative branding and messaging.
- Work with County Administrator's Officer to formulate policy for managing public information and media inquiries and to communicate countywide issues to the public.
- Analyze internal and external interest and understanding of County programs and services; advise County leadership on employee and public perception and communication strategies.
- Provide oversight of the County's social media presence; develop and coordinate County's social media strategy; manage and monitor content to ensure information is accurate, accessible, timely, professional, engaging, and useful.
- Provides creative direction for online visual communications including design, layout, and text content
- Develops, recommends, implements guidelines and regulations for the development of brochures, articles, fact sheets, videos, and all other print or digital media and marketing materials.
- Implement procedures, standards and guidelines for collection, reviews and presents information communicated to the public through the media.
- Makes public presentations to the media; prepares executive level correspondence; schedules, writes and delivers news releases and public service announcements.
- Fields extremely complex, difficult or politically sensitive questions; provides updates, analyzes alternatives and makes recommendations on appropriate level of response to current issues.
- Makes public presentations and represents the County in meetings with representatives of government agencies, professional and business organizations and the public; provides technical assistance as necessary.
- Provide countywide training in various aspects of communications, public relations, and branding/marketing.

#### **Important**

- Comply with all County equipment and safety policies and procedures, and California Occupational Safety and Health Administration (CalOSHA) rules and regulations.

### **EMPLOYMENT STANDARDS:**

#### **Knowledge of:**

- Principles and practices of employee supervision, including selection, work planning, organization performance review and evaluation, employee training, mentoring and discipline.
- Principles, practices and emerging trends of public relations and public communication.
- Principles and techniques of mass and targeted communication, public speaking, marketing, and journalism.

- Administrative principles and practices, including goal setting, program development, implementation and evaluation.
- Current social media platforms.
- Methods and techniques used for presenting public information and facts to the public and the media.
- Principles and techniques for making effective public presentations.
- Principles and practices of leadership, motivation, team building and conflict resolution.
- Principles and practices of budget administration and statistical analysis.
- Research and statistical methods and techniques.
- Techniques for dealing with a variety of individuals in person and over the phone; handling confrontational situations with tact and diplomacy.

**Skill in:**

- Managing and directing a comprehensive Public Information and media relations program.
- Developing and implementing goals, objectives, policies, procedures and work standards.
- Identifying and responding to public issues and concerns.
- Making public presentations and communicating effectively with the media and other agency representatives on information regarding County decisions and issues.
- Structure and content of the English language including the meaning and spelling of words, rules of composition, grammar, and punctuation.
- Preparing comprehensive reports and/or correspondence using graphic aids.
- Organizing and conducting public meetings to promote positive communication efforts.
- Reading, interpreting and applying federal, state and local laws, policies and procedures.
- Effectively communicating to diverse audiences, both orally and in writing.
- Using tact, diplomacy and working cooperatively with a variety of individuals representing diverse cultures and backgrounds.
- Establishing and maintaining effective relationships with the general public and personnel at all organizational levels.
- Using initiative and exercising good judgment in response to public information inquiries.
- Operating standard office equipment, audio/visual equipment and utilizing various software programs relevant to the position.

**Ability to:**

- Listen carefully to what other people are saying, take time to understand the points being made, and ask questions as appropriate for clarification.
- Strategize, develop, implement, and manage a comprehensive media and public relations programs.
- Plan, organize, and direct subordinate professional and technical staff.
- Research and analyze information and issues, formulate recommendations on issues, policies, procedures, and programs.
- Speak in public and before groups.
- Compose, coordinate, and edit a variety of informational and promotional materials
- Prepare written analysis, evaluation, summaries, recommendations, correspondences, and reports.

**Physical Demands:** The physical demands and work environment described here are representative of those that must be met by an employee to successfully perform the essential function of the job, with or without accommodation. Prospective employees must complete a pre-employment medical exam (Occupational Group IV) which will measure the ability to:

- See well enough to read fine print and view a computer screen; speak and hear well enough to understand, respond, and communicate clearly in person and on the telephone; independent body mobility sufficient to stand, sit, walk, stoop and bend to access the work environment and a standard office environment; manual dexterity and sufficient use of hands, arms and shoulders to repetitively operate a keyboard and to write; and the ability to sit or walk for prolonged periods of time.
- Ability to drive a motor vehicle to meetings or community events.

Accommodation may be made for some of these physical demands for otherwise qualified individuals who require and request such accommodation.

**Work Environment:**

- Generally a typical office environment
- Attend meetings or events outside of normal working hours; work extended hours as needed.

**QUALIFICATIONS:**

The minimum and preferred requirements are listed below. While the following requirements outline the minimum qualifications, Human Resources reserves the right to select applicants for further consideration who demonstrate the best qualifications match for the job. Meeting the minimum qualifications does not guarantee further participation in selection procedures.

**Licenses and Certification:**

- The ability to obtain a valid California Class C driver's license within ten (10) days of employment; maintain throughout employment.

**Special Requirements:**

- Must successfully complete an extensive and thorough background investigation, which may include Live Scan fingerprinting prior to hire.
- DMV printout prior to hire.
- Must file statements of economic interest with the Yuba County Clerk/Recorder.
- Will be required to perform disaster service activities pursuant to Government Code 3100-3109.
- Attending meetings / events outside of normal business hours.

**Education and Experience:**

**MINIMUM:**

Bachelor's degree from an accredited four year college or university with major coursework in business or public administration, journalism, marketing, public relations, political science and four years of progressively responsible administrative analytical experience in public communications, public relations, marketing or program management. Master's Degree in a related field may be substituted for the experience to a maximum of two years.

**PREFERRED:** In addition to the minimum requirements, possession of an advance degree in an appropriate field and additional progressively related experience preferably in a governmental agency setting.

**This class specification lists the major duties and requirements of the job. Incumbent may be expected to perform job-related duties other than those contained in this document.**

[Dept] Approval: Department Head  
Date:

EEOC: B  
WC: 9410

Human Resources Approval: Analyst  
Date:

Signature: \_\_\_\_\_

Signature: \_\_\_\_\_