

## CLASS SPECIFICATION



**CLASS:** Media and Community Relations Specialist  
**ALLOCATION:** County-wide  
**FLSA STATUS:** Non-Exempt  
**UNION AFFILIATION:** YCEA / Non-Represented

**ESTABLISHED:** November 2019  
**REVISED:** December 2023

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### **JOB SUMMARY:**

Under direction, perform a wide variety of activities in support of the County's social media relations and promotional efforts, including writing and editing material for publication and event conceptualization and development; plan, develop, implement a variety of social media campaigns; learn and apply emerging technologies in the media and communications field; perform related work as assigned.

This is the journey level in the communication series.

### **CLASS CHARACTERISTICS:**

When assigned to the County Administrator's Office, the incumbent will report to the County Public Information Officer. When assigned to another County department, the incumbent will report to a manager. This class is distinguished from County Public Information Officer in that the latter has overall responsibility for the planning and implementation of a countywide marketing and communications plan.

### **EXAMPLES OF DUTIES:**

#### **Essential:**

- Perform a variety of marketing, public outreach and community relations activities, events, and public awareness programs for the dissemination of information regarding County or department operations, policies, and procedures.
- Create, research, edit, and contribute content and materials including posts, tweets, pitch letters, backgrounders, customer communications, fact sheets, brochures, feature articles, press releases, and other materials.
- Plan, develop, and implement a variety of social media campaigns and community outreach/education activities and projects in support of the County's or department's products, programs, and services.
- Drafts and schedules social media content, monitors for mentions, and identifies opportunities for engagement and customer service.
- Maintain steady and positive presence in the media through releases, contact, and responsiveness to inquiries/requests.
- Manage social public relations activities to reach target audiences with engaging messaging coordinating with other online brand content.
- Monitor social media management standards, policies and rules of engagement.
- Provide regular feedback and insights gained from social media monitoring to appropriate departmental staff to help evolve strategies in a timely fashion.
- Create analytics report and leverage analytical data to provide insight, make recommendations to improve account performance, and adjust strategy as needed.
- Align work products with County's communication priorities.
- Report to and support County Public Information Officer during emergencies; act as lead Public Information Officer during emergencies when County Public Information Officer takes shift break.
- Prepare illustrations, charts, graphs, and other visual aids for presentations.
- Prepare and develops digital presentations and graphic materials in support of County or department events, meetings, publications, training, and other programs.
- Designs graphics, edit photos, and produces multimedia packages for website, social media, and other platforms.
- Release information to the news media and public regarding countywide or departmental activities, policies, statistics, and promotional / special events.
- Represent the County or department in interviews and print media.

- Plan, organize, and implement logistics of press events and media relations that support the County's communication initiatives.

**Important:**

- Comply with all County equipment and safety policies and procedures, and California Occupational Safety and Health Administration (CalOSHA) rules and regulations.
- Attend meetings / events outside regular working hours.

**EMPLOYMENT STANDARDS:**

**Knowledge of:**

- Principle, practice, and emerging trends of communication technology including social media platforms and branding/messaging.
- Accepted methods and practices related to the preparation, publication, and distribution of press releases, media, and marketing materials.
- Principles and practices of journalism and effective media relations.
- Principle and practices for automated content publishing across multiple social media feeds and channels.
- Best practices for scheduling social media posts specific to individual feeds and channels.
- Accepted customer relations, communications, service, and information presentation methods, and procedures.
- Research, analysis, implementation, and evaluation of programs, projects, and materials.
- Standard and accepted principles, techniques, and methods of preparing and disseminating public information and relations materials via mobile web and the social technology universe including Facebook, Twitter, YouTube, blogs, wikis, discussion forums.
- Standards and practices of social media outlets, image specifications and design attributes, platforms, tools, capabilities, and search engine optimization.
- Monitoring and measurement platforms including Facebook Insights, Twitter Analytics, YouTube Insights, and Google Analytics.
- Applicable Federal, State, and local laws, regulatory codes, ordinances, and procedures relevant to assigned area of responsibility.
- Modern office practices, methods, and computer equipment.
- Record keeping principles and procedures.
- Principles and techniques for providing a high level of customer service by effectively dealing with the public, vendors, contractors, and County staff.

**Skill in:**

- Planning, collecting, organizing, synthesizing, and evaluating data and information from a variety of sources.
- Communicating effectively and persuasively, both orally and in writing, utilizing courtesy, respect, tact, and diplomacy.
- Responding to request and inquiries from general public.
- Developing and maintaining contacts with the new media, various community groups, business, and government agencies.
- Photography and creating social-optimize assets (images, gifs, videos)

**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.
- Express information and ideas verbally and in writing in a way that is tailored to the intended audience.
- Use a design program to create and edit videos, photos, and graphics.
- Learn and apply emerging technologies.

- Understand social analytics and utilize data to curate / modify content appropriately.
- Effectively explain policies and objectives to technical and non-technical audiences.
- Consult with and advise administrators and other interested parties on a wide-variety of subject matter areas.
- Monitor and make recommendations for modifications to existing communication procedures.
- Perform duties in an efficient, organized, and timely manner.

**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 operate motor vehicle.

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 / events outside of normal working hours; work extended hours as needed.

**QUALIFICATIONS:**

The minimum and preferred requirements 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.
- Possess or ability to obtain Public Information Specialist Certification through Cal OES/CSTI within one year of appointment; 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.
- May be required to 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.

**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, or in a related field. Relevant experience in public communications, public relations, and social media platform marketing may be substituted for the education on a year-for-year basis.

**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:

Human Resources Approval: Analyst  
Date:

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

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

EEOC: B WC: 9410  Established: Nov. 2019 Revised: Oct. 2021, Aug 2022, Feb 2023, Dec 2023
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