

SNOHOMISH COUNTY JOB DESCRIPTION

COMMUNICATIONS SPECIALIST II

Spec No. 2235

BASIC FUNCTION

To support the County's public relations and communications efforts performing advanced skills in one or more specific disciplines in the communications field or in project-related subject matter, and may be assigned to work primarily or exclusively in that area as needed, such as, journalistic writing and editing, public education, group-process facilitation, Internet production, media relations, etc.

STATEMENT OF ESSENTIAL JOB DUTIES

1. Produces professional-quality communications products in support of a variety of County projects and programs; generally serves as a resource of advanced expertise in one or more specific skill areas.
2. Works with project managers to develop and implement overall public involvement and communications strategies for County programs and projects.
3. Coordinates, schedules, sets up and conducts County public involvement, educational, informational programs, meetings and events.
4. Writes and edits communication materials for clients, including press releases, newsletters, brochures, special presentations, advertising and other education and outreach materials.
5. Develops plans for public meetings and presentations; works with project managers and other presenters to plan and rehearse presentations; acts as group facilitator as needed.
6. Makes presentations at public meetings and to various organizations, service clubs, and other groups to explain county projects and programs; works to engage the public and stakeholder groups and to capture citizens' input into county projects and programs.
7. May manage project budgets and assist in the preparation of budget estimates for work requested by directors and project managers.
8. Works with other departmental staff as needed to design, produce, distribute and present informational material to the public.
9. Recruits and coordinates citizen volunteers and participants for County outreach and education activities.
10. Prepares monthly report of activities and accomplishments.
11. Develops substantive educational programs in support of program-related objectives.

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STATEMENT OF OTHER JOB DUTIES

12. Performs related duties as assigned by a group lead or Supervisor.
13. Supervises the work of temporary employees and outside vendors.

MINIMUM QUALIFICATIONS

A Bachelor's degree in communications, English, journalism, public relations, education or related field AND, four (4) years of experience in public relations, education or similar communications field; OR, any equivalent combination of training and experience that provides the required knowledge and abilities. Must pass job related tests.

PREFERRED QUALIFICATIONS

Experience with public projects is preferred.

SPECIAL REQUIREMENTS

A valid Washington State driver's license is required for employment.

KNOWLEDGE AND ABILITIES

Knowledge of:

- concepts and techniques of public involvement and group process
- methods and techniques used in the production and presentation of press releases, brochures and pamphlets
- electronic media
- internet and computer-based communications
- audiovisual presentation methods and equipment
- graphic art techniques, methods, and materials
- photographic techniques and equipment
- consumer/market research methods
- attitude and opinion survey techniques
- financial and project management

Ability to:

- demonstrate advanced proficiency in one or more communications disciplines
- communicate effectively both orally and in writing
- speak convincingly in public and before groups
- anticipate public concerns and interests and develop involvement efforts to meet citizens' and the County's needs

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KNOWLEDGE AND ABILITIES (Continued)

- establish and maintain effective work relationships with supervisors, peers, associates, media representatives, and the general public
- manage projects through work plan development and implementation, financial management, project evaluation and reporting
- use a variety of technologic equipment and software

SUPERVISION

The employee reports to and receives direction from an Administrative Superior as assigned. Work is reviewed through meetings and periodic status reports and by evaluation of results obtained.

WORKING CONDITIONS

The work is performed in the usual office environment. Occasional field trips to view projects will be required. Occasional night meetings and occasional work on weekends and holidays may be required.

Snohomish County is an Equal Employment Opportunity (EEO) employer.
Accommodations for individuals with disabilities are provided upon request.
[EEO policy and ADA notice](#)

Class Established: January 2002
Revised: August 2003, July 2012, February 2017
EEO Category: 2 - Professionals
Pay Grade: 240 – Classified Pay Plan
Workers Comp: 5306 Non-Hazardous