

# SNOHOMISH COUNTY JOB DESCRIPTION

## COMMUNICATIONS SPECIALIST III

Spec No. 2236

### BASIC FUNCTION

To support the County's public relations and communications efforts by possessing experience and abilities sufficient to act as lead for a work group and manage work schedules and project flow.

### STATEMENT OF ESSENTIAL JOB DUTIES

1. Consults with project managers to develop public involvement and communications plans for county programs and projects including appropriate methodologies for public participation in decision processes; advises on media strategies for effective dissemination of news and information on county programs.
2. Assigns specific work tasks to Public Involvement Associate, Public Involvement Specialist I & II, and other employees and monitor progress to assure timely completion; maintains a master flowchart of assignments, deadlines, and completed projects.
3. Manages project budgets and prepares budget estimates for work requested by county clients.
4. Coordinates work scheduling between public involvement, graphics, outreach and education staff and outside vendors to set consistent priorities and ensure deadlines are met.
5. Writes and edits communication materials, including press releases, newsletters, brochures, special presentations, and other education and outreach materials.
6. Develops plans for public meetings, presentations, and educational programs; works with project managers and other presenters to plan and rehearse presentations; acts as group facilitator as needed.
7. Makes presentations at public meetings and to various organizations, service clubs, and other groups to explain county projects and programs; implements substantive educational programs in support of program-related objectives.
8. Prepares monthly reports of work group activities and accomplishments.

### STATEMENT OF OTHER JOB DUTIES

9. Performs related duties as assigned by a Public Works Supervisor.
10. Supervises the work of temporary employees and outside vendors.

# SNOHOMISH COUNTY JOB DESCRIPTION

## COMMUNICATIONS SPECIALIST III

Spec No. 2236

### MINIMUM QUALIFICATIONS

A Bachelor's degree in communications, English, journalism, public relations, education or other discipline in which the course work emphasizes communications, writing, or the dissemination of information; AND, four (4) years of experience in public relations, education or similar communications field. OR, a Masters degree in communications, English, journalism, public relations, education or other discipline in which the course work emphasizes communications, writing, or the dissemination of information; AND two (2) years of experience in public relations, education or similar communications field. Previous experience with public projects is preferred; OR, any equivalent combination of training and experience that provides the required knowledge and abilities. A degree in Public Administration, Urban Planning, or similar area of public service may be substituted if the requisite skills listed above can also be sufficiently demonstrated. Work related experience may be substituted for the required education or training on a year for year basis. Must pass job related tests.

### 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;
- program evaluation techniques.

Ability to:

- communicate effectively both orally and in writing;
- speak convincingly in public and before groups;
- design a variety of informational materials;
- anticipate public concerns and interests and develop involvement efforts to meet citizens' and the county's needs;
- establish and maintain effective work relationships with supervisors, peers, associates, media representatives, and the general public;

# SNOHOMISH COUNTY JOB DESCRIPTION

## COMMUNICATIONS SPECIALIST III

Spec No. 2236

### KNOWLEDGE AND ABILITIES (continued)

Ability to:

- manage projects through work plan development and implementation, financial management, project evaluation and reporting;
- use a variety of technologic equipment and software;
- conduct critical program evaluations.

### SUPERVISION

The employee reports to and receives direction from a Public Works Supervisor. Work is reviewed through meetings and periodic status reports and by evaluation of results obtained.

### WORKING CONDITIONS

Usual office environment. Frequent field trips to view projects will be required. Frequent 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  
EEO Category: 2 - Professionals  
Pay Grade: 242 - Classified Pay Plan  
Workers Comp: 5306 Non-hazardous