

# **SNOHOMISH COUNTY JOB DESCRIPTION**

## **COMMUNICATIONS SUPERVISOR**

Spec No. 2408

### **BASIC FUNCTION**

To supervise a work group or section of professional or technical employees performing communications or graphic design and production functions for external and internal communications, media relations, public relations and/or public involvement. Provides communications in support of department plans and projects and supports the County Executive Communications Director and other County departments with communication initiatives.

### **STATEMENT OF ESSENTIAL JOB DUTIES**

1. Manages internal and external communications, which may include print, media, web, multi-media, public relations, media relations, social media or other areas.
2. Plans, develops, evaluates and implements communications services in support of plans, projects and initiatives for the department and other County department clients.
3. Coordinates with Executive's Office Communications Director and supports Executive Communication initiatives.
4. Assigns, supervises and evaluates the work of subordinate employees as required; advises, assists and trains subordinates as necessary; participates in the selection of new employees, and makes recommendations regarding the hiring, discipline, and termination of subordinate employees.
5. Develops strategic plans for the communications program; develops, monitors and reports on programs and/or projects; develops branding, messaging, and positioning for the overall Public Works communication plan.
6. Recommends and revises public relations, graphics, and communications policies and procedures.
7. Prepares, manages and monitors budget proposals and/or review budget proposals prepared by staff for program and projects.
8. Drafts or oversees the writing of printed materials, annual reports, social media posts, press releases, website content, speeches and other public communications. Monitors the department publications for content, style, and message to assure they comply with county standards.
9. Researches, writes and distributes public information materials; formulates and provides accurate responses to media and public inquiries; acts as consultant to management and staff in the development of responses to media; trains team members to manage media, preps staff for media interviews (print, TV and radio), schedules and coordinates interviews, writes press releases and articles, and tracks media stories.

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### **STATEMENT OF ESSENTIAL JOB DUTIES** (Continued)

10. Supervises graphic design work, including use of software programs and graphic layouts. Approves print estimates, printing processes, bulk mailing, and production of communication materials.
11. Approves signing of purchase agreements, material receipts, and other expense documents related to communication services.
12. Briefs management and elected officials on media and public relations issues, technical issues, and program budget.
13. Performs other duties as assigned.

### **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 five (5) years of professional level experience with at least two (2) years of supervisory/lead experience within the area of specialization; OR, any equivalent combination of education and experience which provides the required knowledge, skill and ability to perform the work. Must pass job related tests.

### **SPECIAL REQUIREMENTS**

A valid Washington State Driver's License is required.

### **KNOWLEDGE AND ABILITIES**

Knowledge of:

- strategic communications, graphics, public relations, media relations, and social media
- supervisory and managerial principles and practices
- managerial methods, production and service excellence
- principles of budgeting and program management
- local government and the political processes
- applicable laws, regulations, policies and procedures
- communications principles, tools and strategies

Ability to:

- speak publicly, write and listen effectively
- supervise, coach, mentor, set priorities and influence staff
- resolve conflict, make decisions, solve problems, collaborate and negotiate
- understand and translate technical subject matter and terminology

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### KNOWLEDGE AND ABILITIES (Continued)

- organize, prioritize and manage multiple programs and projects
- interpret laws, regulations and guidelines written by federal, state and local agencies
- think strategically, streamline processes, and research and analyze information
- make independent judgments and discretion

### SUPERVISION

The employee reports to and receives direction from a director or manager. The work requires considerable independent judgment and discretion in developing and achieving work unit goals and objectives. The work is reviewed through meetings and periodic status reports, and by evaluation of results obtained.

### WORKING CONDITIONS

The work is performed in an office environment and may require frequent field trips to locations throughout the county to make site visits, attend meetings, or coordinate work activities. Meetings or project requirements may involve working evenings, weekends or holidays as necessary.

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: August 2018  
EEO Category: 2 – Professionals  
Pay Grade: 246 – Classified Pay Plan  
Workers Comp: 5306 Non-Hazardous