

SNOHOMISH COUNTY JOB DESCRIPTION

DIRECTOR OF COMMUNICATONS

Spec No. 4066

BASIC FUNCTION

The primary duties of this class, under the direction of the Sheriff, are in support of the County Sheriff's Office communications functions. Responsibilities include providing liaison between media and the Sheriff's Office, drafting and releasing news information to the media and the public in Western Washington and on occasion, national media networks. Tasks are often performed independently with minimum supervision.

STATEMENT OF ESSENTIAL JOB DUTIES

1. An essential responsibility is to further the mission, vision, values and goals of the Sheriff.
2. Using research, general knowledge and experience, draft original text for delivery to the media, the public, the Sheriff, other law enforcement offices or branches of government as necessary.
3. Attend crime scenes, disasters and news events to serve as media and public spokesperson for the Sheriff's Office; make statements and respond to interviews on television, radio or print. Be available for "on the record" radio, TV or print on short notice. These interviews may be live or on taped delay and include various topics. Be available and responsive to patrol, detectives and Command Staff.
4. Receive and respond to inquiries regarding news items, events, laws or procedures from other jurisdictions and the public; provide information to the public on civil and criminal policies and procedures as they relate to the Sheriff's Office.
5. Plan and organize recognition events for the Sheriff's Office.
6. Develop and implement marketing/media strategies for new programs which involve the citizen's of the county and promote the public relation needs of the Sheriff's Office.
7. Draft announcements, write news releases for public meetings concerning registered sex offenders, may act as a moderator for as many as 200-300 people.
8. Maintain Sheriff's Office website page as to public information.

STATEMENT OF OTHER JOB DUTIES

9. Facilitate media events and interview requests involving the Sheriff and other Sheriff's Office personnel.
10. Evaluate and make recommendations for modification to Sheriff's Office media/public information policies and procedures
11. Provide departmental input for county employee newsletter.

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MINIMUM QUALIFICATIONS

A Bachelor's degree in communications, English, journalism, public administration or criminal justice is preferred but not required; AND, four (4) years experience in appropriate government administration or media organization; OR, any equivalent combination of training and/or experience that provides the required knowledge, skills and abilities necessary to perform the work. Must be age 21 or over. Must pass job related tests.

SPECIAL REQUIREMENTS

A valid Washington State Driver's License required for employment.

KNOWLEDGE AND ABILITIES

Knowledge of:

- role, responsibilities and structure of the Sheriff's Office;
- concepts and techniques of public relations;
- research methods and techniques;
- methods and techniques used in the production and presentation of news releases, brochures, and pamphlets;
- relevant laws, rules, regulations and processes governing the Sheriff's Office and the public release of information;
- principles and practices of program development;
- county government, the Sheriff's Office and the public release of information in accordance with state law.

Ability to:

- process highly confidential information, understand the political environment and offer media release solutions to complex, high profile events;
- draft and edit original text prior to making news releases available to print, radio and television media outlets;
- quick decision making in a crime scene environment concerning releasable information;
- be responsive to the special needs of victim's, their family's and law enforcement officers within the Sheriff's Office and at a crime scene or search and rescue effort, etc.;
- communicate effectively both orally and in writing with diverse populations;
- protect the integrity of all Sheriff's Office investigations.
- exercise good judgment about when to act independently and when to involve higher authority;
- establish and maintain effective work relationships with law enforcement officers and public officials at all levels of authority and the news media;
- must be available on short notice for public speaking appearances on a variety of law enforcement related topics;

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KNOWLEDGE AND ABILITIES (Continued)

Ability to:

- be available to report and deal with multiple, high profile, high visibility events on a local and national level;
- interpret and apply administrative guidelines;
- learn new skills and willingness to conduct business and/or attend meetings outside of normal working hours.

SUPERVISION

Employee reports directly to the Sheriff, or his designee.

WORKING CONDITIONS

The work takes place in a law enforcement environment and involves travel to crime scenes. The employee is on call 24 hours a day, seven (7) days a week with pager number accessible to law enforcement and the media.

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: September 1988 as Community Service Officer, Senior (CS)

Revised: July 1998, June 2006, February 2007

Retitled: April 2011 as Public Information Officer

EEO Category: 2 - Professionals

Pay Grade: 111 - Management Exempt Pay Plan

Workers Comp: 5306 Non-Hazardous