

SNOHOMISH COUNTY JOB DESCRIPTION
DIRECTOR OF COMMUNICATIONS – EXECUTIVE

Spec No. 2359

BASIC FUNCTION

This position reports directly to the Executive, and serves as an adviser to the Executive, Deputy Executive and Executive Directors regarding communications and public relations matters – both internal and external. The primary duties of this class include, but are not limited to, developing and managing internal and external strategic communications plans for the Executive Office, as well as providing similar services for county departments, county council and other elected officials as appropriate and as requested. Other duties include serving as primary liaison between media and the Executive Office, and overseeing the release of information to the media and the public. The Deputy Director of Communications reports directly to this position. Tasks are 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 Executive.
2. Using research, general knowledge and experience, establish messaging and draft original text for delivery to the media, the public, the Executive, other offices or branches of government as necessary.
3. Build and strengthen relationships with local media. Attend news events to serve as media and public spokesperson for the Executive 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 Executive staff; prepare Executive staff and others for media interviews.
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 Executive Office.
5. At the Executive's directive, serve as liaison between Executive Office and community groups, county commissions and county boards.
6. Develop and implement marketing/media strategies for innovative public-facing programs which involve the citizens of the county and promote the public relations needs of the Executive Office.
7. Oversee the implementation of social media strategies for the Executive Office.
8. Participate in and/or coordinate special projects (such as mission/vision/values strategic planning and inclusion strategic planning) at the directive of the Executive. Oversee the content, style and branding metrics/analytics of the county website.

SNOHOMISH COUNTY JOB DESCRIPTION
DIRECTOR OF COMMUNICATIONS – EXECUTIVE

Spec No. 2359

STATEMENT OF ESSENTIAL JOB DUTIES (Continued)

9. Develop and oversee implementation of county government branding and identity standards. Coordinate and serve on county government's Creative Content Council.

STATEMENT OF OTHER JOB DUTIES

10. Facilitate media events and interview requests involving the Executive Office and other personnel.
11. Evaluate and make recommendations for modification to Executive Office media/public information policies and procedures.
12. Provide departmental input for county employee newsletter.
13. Coordinate with Executive Office staff to assist with planning and organizing recognition events for the Executive Office.

MINIMUM QUALIFICATIONS

A Bachelor's degree in communications, English, journalism, or public administration 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 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 Executive 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 Executive Office and the public release of information;
- principles and practices of program development;
- County government, the Executive Office and the public release of information in accordance with state law.

SNOHOMISH COUNTY JOB DESCRIPTION
DIRECTOR OF COMMUNICATIONS – EXECUTIVE

Spec No. 2359

KNOWLEDGE AND ABILITIES (Continued)

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 concerning releasable information;
- communicate effectively both orally and in writing with diverse populations;
- protect the integrity of all Executive Office investigations;
- exercise good judgment about when to act independently and when to involve higher authority;
- establish and maintain effective work relationships with 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 related topics;
- 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 County Executive, or his designee. Tasks are performed independently with minimum supervision.

WORKING CONDITIONS

The work is performed in the usual office environment with field trips to various locations throughout Snohomish County as necessary. The employee is responsive to the Executive during and outside of regular business hours, and is accessible to county employees and media via e-mail and county-issued cell phone during crises and large-scale events.

Snohomish County is an Equal Employment Opportunity (EEO) employer.
Accommodations for individuals with disabilities are provided upon request.

[EEO policy and ADA notice](#)

SNOHOMISH COUNTY JOB DESCRIPTION
DIRECTOR OF COMMUNICATIONS – EXECUTIVE

Spec No. 2359

Class established: December 2013
EEO Category: 2 - Professionals
Pay Grade: 111 - Management Exempt Pay Plan
Workers Comp: 5306 Non-Hazardous