

SNOHOMISH COUNTY JOB DESCRIPTION

DEPUTY COMMUNICATIONS DIRECTOR – EXECUTIVE OFFICE OF RECOVERY

Spec No. 2421

BASIC FUNCTION

To direct the strategic visioning, functions, and tasks of the County Executive's Office of Recovery communications team. This position reports directly to the Chief Recovery and Resilience Officer and serves as an alternate to the Director of Communications-Executive.

STATEMENT OF ESSENTIAL JOB DUTIES

1. Develops communications team work plan; establishing staffing and scheduling requirements; monitors progress; reviews and evaluates team contributions and work performance; develops performance measures and standards; develops operational policies and procedures as necessary.
2. Develops and implements proactive strategic communications plan related to Snohomish County recovery efforts from COVID-19. Work collaboratively with other members of the Executive's office, cabinet, department staff and external stakeholders as needed to highlight and advance key priorities and initiatives.
3. Directs the production of daily social media content (text, photo and video); researches and implements new forms of social media for use in Executive's Office of Recovery; seeks opportunities to promote recovery and resiliency with internal and external dynamic communication strategies.
4. Produces news releases, talking points, speeches, resolutions, publications, etc. under the direction of or in partnership with the Chief Recovery and resilience Officer or Director of Communications-Executive.
5. Writes and edits communication materials for Office of Recovery and Executive Office clients, including press releases, newsletters, reports, brochures, special presentations, and other education and outreach materials.
6. Coordinates and implements multi-jurisdictional, multi-agency, and multi-stakeholder communications recovery and resilience strategies and projects.
7. Builds and strengthens relationship with local media. Researches and responds to media inquiries; is available for interviews in the absence of or at the direction of the Chief Recovery and Resilience Officer or Director of Communications-Executive.
8. Produces content (text, photos, video, etc.) for the Office of Recovery or Executive Office portion of the county website, and for other departments and elected offices as requested; reviews site for branding and identity standards, metrics and analytics and customer feedback/responses; maintains dynamic and robust home page; produces home page feature articles.

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9. Serves as communications liaison between Executive Office communications team, Department of Emergency Management, other jurisdictions, and community stakeholders.
10. Participates in interdepartmental teams (IDTs), stakeholder advisory committees, attends community meetings, Council meetings, and public events as needed.
11. Leads, oversees, and directs the work of other staff members of the Office of Recovery team or additional team members as may be assigned.
12. Approves signing of purchase agreements, material receipts, and other expense documents related to communication services.
13. Coordinates and implements event planning as required.

STATEMENT OF OTHER JOB DUTIES

1. Performs related duties as assigned by the Chief Recovery and Resilience Officer, Director of Communications-Executive, or Deputy County Executive.

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 experience in public relations, education or similar communications field. Work related experience may be substituted for the required education or training on a year for year basis; OR, any equivalent combination of training and experience that provides the required knowledge and abilities. Previous experience with public projects is preferred. Must pass job related tests.

SPECIAL REQUIREMENTS

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

KNOWLEDGE AND ABILITIES

Knowledge of:

- principles of advanced leadership and management
- 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;

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- 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:

- direct the work of others in large strategic communication projects
- 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;
- 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 the Chief Recovery and Resilience Officer or other administrative superior as assigned. 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 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: September 2021
EEO Category: 2 - Professional
Pay Grade: 111 - Management Exempt Pay Plan
Workers Comp: 5306 Non-Hazardous
FLSA Status: Exempt