SNOHOMISH COUNTY JOB DESCRIPTION

COMMUNICATIONS AND PUBLIC ENGAGEMENT OFFICER

BASIC FUNCTION

To create and implement public information activities relevant to business strategy and goals. Provide strategic communications efforts that include public engagement and media relations using traditional and emerging media platforms. In coordination with the department head, may act as Public Information Officer (PIO) for media inquiries when requested.

STATEMENT OF ESSENTIAL JOB DUTIES

1. Consults with leadership team to develop communications plans for divisions, programs, and projects; advises on media strategies for effective dissemination of news and information to the public.

2. Develops, implements, and manages the social media strategy; creates engaging text, image, and video content in consultation with leadership team; maintains communications calendar.

3. Monitors and engages on media platforms and facilitates productive dialogue across accounts; responds to and corrects misinformation when appropriate.

4. Oversees and maintains the web page design, content and interactive forms using enterprise content management system.

5. Maintains consistent brand voice across all platforms while monitoring user engagement and other metrics

6. Recommends changes to social media strategy using the latest social media trends, best practices, and technologies.

7. Writes and edits a wide range of communication and informational materials, including press releases, newsletters, brochures, website content, ads, presentations, and other education and outreach materials.

8. Guides and trains content contributors of communications; works with staff as needed to design, produce, distribute, and present information to the public.

9. Manages communications-related projects, including oversight of assigned permanent staff, seasonal workers, or extra help based on project need.

10. Performs related duties as assigned.

MINIMUM QUALIFICATIONS

A Bachelor’s degree in communications, journalism, public relations, marketing, or related field; AND, four (4) years of experience in public relations, education, or similar communications
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Spec No. 1187

field; AND (2) years of experience working with social media and web content creation; OR, any equivalent combination of training and/or experience that provides the required knowledge and abilities. 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 information
- production and presentation of press releases, brochures, and pamphlets
- social and electronic media trends, best practices, and various platforms
- web design concepts
- audiovisual presentation methods and equipment
- graphic design methods and materials
- consumer/market research methods
- opinion survey design techniques
- writing styles and methods
- project management practices
- analytics and evaluation techniques
- Microsoft Office applications, Adobe Creative Suite, HTML, CSS, and video editing

Ability to:

- communicate effectively both orally and in writing
- anticipate public concerns and interests and develop communications strategies to meet citizens’ needs
- speak convincingly in public, with the news media, and before formal and informal group gatherings
- design a variety of informational materials
- establish and maintain effective work relationships with supervisors, peers, associates, media representatives, and the general public
- manage projects through development, implementation, financial management and project evaluation
- use a variety of technologic equipment and software
- exercise initiative and judgment and make decisions within the scope of assigned authority
- work under pressure and meet deadlines
- maintain a high degree of accuracy
- analyze data accurately
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- understand the communication needs and styles of unique and/or underrepresented populations
- demonstrate a positive work ethic and self-starting mindset
- promote continuous improvement practices

SUPERVISION

The employee reports to and receives direction from an administrative superior as assigned, and works closely with leaders and managers to ensure accurate, timely and appropriate communications. Work is reviewed through meetings and periodic status reports and by evaluation of results obtained.

WORKING CONDITIONS

Usual office environment. Occasional work on evenings, weekends and holidays may be required. Occasional travel to units and divisions in other locations in the County 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: February 2022
EEO Category: 2 - Professionals
Pay Grade: 108 – Management Exempt Pay Plan
Workers Comp: 5306 Non-hazardous
FLSA Status: Exempt