



CLASS SPECIFICATION FOR:

Assistant Director of Public Relations and Media Services

General Statement of Duties:

Assists the Director of Public Relations and Media Services in developing and implementing a positive public relations plan and program for the County, its agencies and representatives; performs related work as required.

Distinguishing Features of Class:

The incumbent in this class works closely with the County Manager, Board of Supervisors and other County officials, agencies and their representatives in developing materials, programs and campaigns to serve their public relations needs. The employee also assists the Director of Public Relations and Media Services by providing administrative support in the areas of budget planning, policy development, staffing, program priorities and evaluation, and long-range planning. The incumbent receives general supervision and policy guidance/direction from the Director of Public Relations and Media Services.

Examples of Assigned Duties (*illustrative of the types and scope of duties and responsibilities assigned to positions in this class*):

- Consults with and advises County agencies, officials and their representatives on their public relations concerns, special events and television programs;
- Develops television programs, publications and other materials to meet the communications needs of County agencies, the County Manager and the Board of Supervisors;
- Interviews all levels of County employees to obtain information for articles, brochures and HCTV programs;
- Edits and approves articles, news releases, brochures and HCTV programs;
- Coordinates the creation of various publications from concept through finished product;
- Coordinates the creation of HCTV programs from concept through finished product;
- Writes speeches for the members of the Board of Supervisors and County administration;
- Manages and supervises the Public Relations and Media Services Department in the absence of the Director and, as directed, supervises/evaluates staff;
- Assists with and manages, in Directors absence, operations, programming, video production and video services staff of government access channel, HCTV;
- Assists the Director in preparing, administering and monitoring Public Relations and Media Services' budget/annual fiscal plan;
- Works with the Director to establish long-range goals and plans for Public Relations and Media Services;
- Appears on radio and television programs and speaks before civic/community groups to publicize County projects, activities and initiatives;
- Manages and produces the County's annual report from conceptualization through printed product;
- Assists with media training classes for executive and senior-level County officials;
- Maintains the County's photographic and video archives;
- Plans and carries through to completion various County events such as dedications and ground breakings;
- Researches various topics as requested and prepares written reports;
- Assists with production and programming for elected and appointed officials, departments, and the public;
- Performs other duties as assigned.

Required Knowledge, Skills and Abilities:

Considerable knowledge of cutting-edge principles and practices of public relations as applied to local government; considerable knowledge of and familiarity with local and regional public relations media, including press, radio, and television and their representatives; ability to establish and maintain good working relationships with the media, citizens and the staffs of County agencies; proven skill in research, writing and editing; excellent command of the English language with the demonstrated ability to express ideas clearly and concisely, both orally and in writing; superior writing skills; knowledge of the Associate Press (AP) style; considerable knowledge of publication development and printing, including proofreading and editing, with ability to prepare a variety of publications; familiarity with photography and graphic design as needed to edit and assist with design and production of various print and online materials; basic knowledge of television production and broadcast processes and techniques; excellent communication and public speaking skills with ability to communicate effectively with diverse audiences of employees, citizens, public officials and the media; proven ability to work effectively, proactively and diplomatically with



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appointed/elected officials concerning politically charged issues and concerns; ability to independently conduct research in a wide range of subjects; sound judgement with demonstrated ability to consider and weigh a variety of relevant factors and make accurate decisions or recommendations; ability to work independently and as part of a team; personal accountability including teamwork and establishing and maintaining positive relationships the public, colleagues and assigned staff; sound management and supervisory skills including the ability to develop, coach and mentor as well as foster and maintain high morale and engagement; excellent customer service skills; tact; and courtesy. Must be able to positively and appropriately represent the County with the public and other internal and external stakeholders. May require the ability to work a flexible schedule as needed.

Minimum Education and Experience:

Education: Four (4) year degree in public relations, mass communications, journalism, English or other relevant field;

Experience: Five (5) years of progressively responsible experience in public information/relations, including previous supervisory experience;

OR: Any equivalent combination of experience and training which provides the required knowledge, skills and abilities.

Additional Requirements:

NOTE: Effective 4/1/2009 County Ordinance 1128 requires a criminal history record check and fingerprinting of all employees in authorized and hourly safety sensitive positions.

NOTE: All employees are required to successfully complete National Incident Management System (NIMS) Incident Command System (ICS) 700 (Introduction) training. Successful completion of additional NIMS ICS training courses may be required based on the job classification, level of responsibility, and department. Please refer to Fire's Intranet site for a list of NIMS ICS requirements by job classification.

- May require a valid driver's license to perform assigned duties at various locations.