

# Public Relations Specialist



## General Summary of Classification:

Collaborates with County officials and departments in developing photographic, video and other materials designed to serve their public relations and communication needs; develops or assists County departments in developing and implementing positive public relations and social media communications and materials; and performs other duties as assigned.

## Examples of Primary Tasks, Duties and Responsibilities (TDR):

*NOTE: This is not a job description. The following examples are intended to be illustrative of the nature and scope of TDR that are typically assigned to positions in this job classification. Examples below are not all comprehensive. Actual assigned TDR may vary based on operational needs.*

- Consults with and advises County departments and officials on their publicity and marketing needs for special events; photographs and videos County sponsored and Board of Supervisors events, department heads and key officials, and various location settings for use in regularly scheduled and special publications and reports, and on various social media platforms; handles special requests from the County Manager's office, departments, and the media as assigned;
- Develops and designs a wide variety of profile-raising publicity, promotional and informational materials and posts to meet the communications needs of County departments, the County Manager and/or the Board of Supervisors; handles photographic assignments and assists with video productions; serves as back-up Webmaster, posting approved updates and assisting with website and intranet site redesigns; posts news releases, public service announcements, and other relevant public information as directed; manages or assists with social media messaging and information distribution;
- Creates a wide array of designs and content for HCTV and assigned department; creates brochures and presentations; prepares designs for scheduled publications, reports and online programs; compiles information on various topics through research, interviews and attendance at County events as assigned;
- Performs other duties as assigned.

## Knowledge, Skills and Abilities (KSA) Typically Required:

- **Occupation-specific:** Thorough working knowledge of positive public relations, photography and videography processes, techniques and equipment; excellent photography skills; ability to use state-of-the-art photographic and videography equipment to shoot a wide variety of subjects in both indoor and outdoor settings; thorough working knowledge of desktop publishing software and of design principles and publication standards; ability to prepare a various types of materials for effective use in multiple types of media, publications and other relevant platforms; excellent graphic design skills; ability to collaborate effectively to coordinate activities with multiple stakeholders.
- **Technical:** Advanced computer skills with the ability to design and maintain websites, and utilize graphic design and video editing software applications to edit videos and develop graphic designs and media layouts for multimedia publications and social media platforms; ability to use computer and other typical business software, proprietary software and applications to complete assigned tasks; sound project management skills to manage assigned projects from concept to completion within assigned deadlines and approved budgets.
- **Communication, Customer Service and Interpersonal:** Excellent written and oral skills with the ability to communicate clearly and accurately in verbal, written and visual formats with the County's diverse citizen populations using non-technical language and imagery to accurately represent or explain information and provide excellent customer service.
- **Decision-making, and Authority:** Ability to understand and follow complex instructions, policies and data; makes sound decisions independently, appropriately involving supervisor as needed; excellent organization skills with the demonstrated ability to plan and execute assigned work effectively to successfully complete assigned tasks accurately and in a timely manner within established deadlines and budgets.
- **Leadership:** Non-supervisory. Ability to work independently with minimal supervision and as part of a team.
- **Environment:** Works in an office setting; may work in various indoor and outdoor locations based on assigned duties.
- **Physical:** Visual and hearing acuity sufficient to interact accurately with a diverse audience of citizens. Physical ability sufficient to perform assigned duties in an office environment and at various other duty-related locations as needed.

## Minimum Education and Experience:

**Education:** Four (4) year degree in journalism, photography, communications, or other relevant field preferred;

**Experience:** Three (3) years of relevant public relations work experience;

**OR:** Any equivalent combination of education and experience which provides the necessary knowledge, skills and abilities.

## Other Requirements (License, Certifications, Training, etc.):

- Valid driver's license to perform assigned duties at various locations Countywide

### Required of All:

- Criminal history record check and fingerprinting of all employees in authorized and hourly safety sensitive positions.
- Successful completion of NIMS ICS 700. Additional NIMS ICS training courses may be required.

NOTE: This is a class specification and not an individualized position description. A class specification defines the general nature and scope of duties and responsibilities of positions in a job classification Class specs are not intended to describe and does not list all of the job duties and responsibilities that may be assigned to a specific position in a job classification.