

Market Range Detail - Communications Department Officer

Effective Date

Pending Review

Market Range Title Description

The single communications officer for a department.

PURPOSE STATEMENT

Positions in this market range title are responsible for performing a broad range of advanced level professional communications officer work including the planning, preparation and implementation of department public relations and information programs for a variety of audiences. Audiences whom information may be marketed to might include legislatures, board officials, businesses, community action groups, non-profit organizations, internal county employees, and citizens at large.

DISTINGUISHING CHARACTERISTICS

Typically, incumbents in this MRT occupy single incumbent PIO/Communications positions, handling the implementation of the entire communications strategy for a department. However, it is appropriate that the incumbent might lead and guide the work of a communications team of lower level professional and paraprofessional individuals in order to accomplish department goals. This market range title differs from the Communications Officer / Government Liaison in that the former is responsible for performing the highest level professional communications work of a broader, diverse and more complex nature, typically exercising independent management over oneself, and where applicable, subordinates. Additionally, positions in this MRT may have specialized, area specific, expertise, and/or mentor others.

PRIMARY DUTIES

This job may include the following job duties and is not an all-inclusive list of all job duties that may be required. Employees will be required to perform other related duties as assigned.

- Develop, organize, and coordinate public relations and information programs to advise, and assist management in public relations and information activities.
- Establishes and maintains contact with community groups and county officials to meet the departments public outreach goals and needs.
- Researches, writes, and coordinates design of direct marketing materials (mailers, flyers, newsletters, etc.) for internal and external distribution.
- May be required to comprehend and communicate departmental related technical information to targeted audiences, both written, visually, and orally.
- Develops content for departmental social media sites and department web site. Responsible for maintaining and updating, ensuring information is relevant, reachable, informative and current.
- May write scripts and/or presentations for the purpose of marketing department programs and services.
- Works within departmental budget and monitors expenditures while providing quality marketing products.
- Occasionally serve as media relations spokesperson or liaison for department.
- Contacts and works with representatives of other agencies, both public and private, concerning departmental services and activities.
- May direct the work of staff.

Glossary:

Market Range Title: Broad grouping of related positions with like job responsibilities and qualifications. Market Range Titles typically include positions ranging from entry level to senior/lead level unless indicated otherwise.

Effective date: The date the salary range was implemented for use.

Market Range Title Description: Broad description of sample job duties and responsibilities of positions included in the Market Range Title. Each position included in a Market Range Title also has a job description that is specific to the department. Departments are responsible for writing and maintaining job descriptions for positions in their department. Employee Compensation is responsible for writing and maintaining Market Range Title Descriptions.

Likely Minimum Qualifications: Typical minimum qualifications for positions assigned to the Market Range Title. Because a broad group of jobs in different departments are included in a Market Range Title, minimum and preferred qualifications may vary slightly depending on the area of assignment.

Market Range: The minimum, midpoint, and maximum salary points for all positions included in the Market Range Title.

Hiring Range: The hiring range for all positions is ordinarily the minimum of the market range to the midpoint. The use of a different hiring range must be approved by Employee Compensation. Departments should use a hiring range that is within their funding capabilities and are required to comply with the County's Funded Position Policy ensuring that applicants are extended a rate that is supported by the department's budget.

Working Title: The specific title used by a department to identify a position within their organizational structure. Use of working titles is flexible and aimed to assist departments in identifying the unique functions and responsibilities of each position and is representative of the assigned Market Range Title. Ordinarily, supervisory and/or managerial titles should not be used for positions not assigned to a supervisory and/or manager Market Range Title.

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Market Range

Minimum Hourly Rate	Midpoint / Hiring Maximum	Maximum Hourly Rate
\$26.99	\$33.12	\$39.24

Likely Minimum Qualifications

- Bachelor's degree with major course work in communications, journalism, public relations, public administration or a related field
- 3 years of professional public relations and communications experience
- Other combinations of education and experience may be considered in substitution for the minimum qualifications.

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