



Communications Director (1007)

FLSA Status: Exempt

Pay Grade: 23

Safety-Sensitive: No

Purpose

The purpose of this classification is to develop and implement strategic communications and marketing plans to deliver campaigns that reach internal staff, the general public, media and community partners.

Primary Responsibility

Provides excellent service, pursues continuous improvement, and exceeds expectations.

Typical Duties

Organizes and prioritizes work activities for marketing, communications, and staff/community engagement: consults with commissioners, administrative staff, and department heads to complete marketing for all departments; and provides progress and activity reports to County management and elected officials.

Assists in developing and implementing long- and short-term plans, goals, and objectives for the county: researches, assesses and develops strategies to meet current and future issues and concerns regarding marketing and communications for the county; conducts surveys to identify, assess, and evaluate community need for and interest in county programs and events; and implements needed changes, modifications and/or enhancements.

Develops and manages a comprehensive communication plan for the Board of Commissioners: manages communications initiatives for SPLOST, TSPLOST, and other capital programs; writes talking points and press releases; and serves as communications expert for the county.

Develops and implements all marketing initiatives, public relations activities, and other external communications for the county: designs, writes, and coordinates all promotional materials and activities; promotes programs, events, and facilities; prepares, creates and publishes press releases, advertisements, email communications, social media plans, brochures, and other collateral materials; updates county website(s); takes photographs and/or video at programs/events; and maintains photo/video documentation when appropriate.

Monitors trends in social media: stays abreast of new social media platforms; reviews new types of social media for effectiveness, efficiencies and security; monitors social media and other communications platforms for county-related content; and keeps management apprised of trends in community feedback and engagement.

Provides guidance and assistance in the development of strategies for dealing with crisis situations and potentially controversial topics: serves as the designated public information officer for the County Emergency Management Agency, and in other crisis management roles determined by the County Manager or designee.

Provides leadership and management on media relations: responds to media inquiries and questions; anticipates media responses and prepares spokespersons accordingly; provides print and broadcast interviews as needed; manages essential communications activities; and serves as media manager for events.

Provides general oversight and advice regarding communications issues for the county: coordinates with division/department heads regarding departmental communication needs; develops and conducts staff training related to branding, messaging, and media relations; receives and processes material and information; provides advice and guidance to the Board of Commissioners and County Manager's office concerning public relations issues and the public impact of actual or proposed County actions, policies, and decisions as necessary; and ensures compliance with applicable laws, rules, regulations, standards, policies and procedures.

Represents the organization at meetings, committees, and other functions: attends festivals, career fairs, community events, and civic organizations; provides information and answers questions regarding county events, programs, and facilities; and coordinates the distribution of promotional materials.

Develops and implements budget for area of assignment: recommends budget allocations for equipment and capital improvement outlays; monitors expenditures and revenues to ensure compliance with approved budget; and maintains related documentation.

Performs other related duties as required.

Minimum Qualifications

Bachelor's Degree in Marketing, Communications, or a related field is required; supplemented by five years of experience in marketing, communications, public relations or related field; or any equivalent combination of education, training, and experience which provides the requisite knowledge, skills, and abilities for this job.

Specific License or Certification Required: Must have a valid Georgia driver's license.

Performance Aptitudes

Data Utilization: Requires the ability to coordinate, manage, and/or correlate data. Includes exercising judgment in determining time, place and/or sequence of operations, referencing data analyses to determine necessity for revision of organizational components, and in the formulation of operational strategy.

Human Interaction: Requires the ability to work with others to coordinate the more complex programs and more complex problems associated with the responsibilities of the job. Often represents the department and/or organization when dealing with others.

Equipment, Machinery, Tools, and Materials Utilization: Requires the ability to operate, maneuver and/or control the actions of equipment, machinery, tools, and/or materials used in performing essential functions.

Verbal Aptitude: Requires the ability to utilize consulting and advisory data and information, as well as reference, descriptive and/or design data and information as applicable.

Mathematical Aptitude: Requires the ability to perform addition, subtraction, multiplication, and division; the ability to calculate decimals and percentages; the ability to utilize principles of fractions; and the ability to interpret graphs.

Functional Reasoning: Requires the ability to apply principles of influence systems, such as motivation, incentive, and leadership, and to exercise independent judgment to apply facts and principles for developing approaches and techniques to resolve problems.

Situational Reasoning: Requires the ability to exercise judgment, decisiveness and creativity in situations involving broader aspects of organizational programs and operations, moderately unstable situations, or the direction, control and planning of an entire program or set of programs.

ADA Compliance

In compliance with the Americans with Disabilities Act (ADA), the County will provide reasonable accommodations to qualified individuals with disabilities and encourages both prospective and current employees to discuss potential accommodations with the employer.

Physical Ability: Tasks require the ability to exert light physical effort in sedentary to light work, but which may involve some lifting, carrying, pushing and/or pulling of objects and materials of light weight (5-10 pounds). Tasks may involve extended periods of time at a keyboard or work station.

Sensory Requirements: Some tasks require the ability to perceive and discriminate colors or shades of colors, sounds, and visual cues or signals. Some tasks require the ability to communicate orally.

Environmental Factors: Essential functions are regularly performed without exposure to adverse environmental conditions.

DISCLAIMER: This job description is not an employment agreement or contract. Management has the exclusive right to make changes at any time without notice.

Created January 2024