



JOB DESCRIPTION

Title	Senior Communications Specialist	Created	April 2022
Department	County Manager's Office	Revised	
Job Class	RU14	Safety Sensitive	No
Labor Union	Unrepresented	FLSA	Exempt

Purpose

Under the supervision of the Public Affairs Officer, the Senior Communications Specialist will create and implement a variety of complex internal and external media communication plans to support the communication initiatives for the County Manager's Office, and communication requirements of the Board of Commissioners.

Essential Functions

- Research and write effective communication plans focused on outreach initiatives for the County Manager's Office and the Clatsop County Board of Commissioners.
- Engage in key media communication functions, including pitching story ideas, drafting media releases and advisories, developing talking points for presentations and press conferences, as well as facilitating virtual press conferences.
- Proactively and reactively conduct public information duties as well as provide public and media relations counsel and advice to county staff and the Clatsop County Board of Commissioners as appropriate.
- Play a key role in overseeing the county social media plan to grow the county's social media presence and brand across a range of established and emerging platforms and digital communications tools, including Facebook, Instagram, Twitter, YouTube, and LinkedIn.
- Evaluate and analyze the results of communication campaigns, website, and social media traffic, using advanced data analysis tools, including dashboards, to analyze problems, provide recommendations, implement solutions, and drive communication decisions with a high degree of accuracy.
- Lead and facilitate conversations and meetings with key internal and external stakeholders to brainstorm content ideas in line with the county's strategic plan and in support of various initiatives.
- Identify, source, and package story ideas from concept to execution applying advanced copy editing and proofreading skills to ensure high-quality, and error-free copy products, and utilizing story maps and story assets (text, images, audio, video) in the development of communication messages.
- Adhere to county style guides, create and design content for internal and external electronic communication efforts, including webpages, social media posts, blogs, podcasts, and webinars.
- Promote and publicize events or activities through the development of marketing campaigns, social media posts, and digital and/or print communications.



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- Stay current with digital media trends and developments. Shoot and edit digital images for internet and other publications.
- Build and maintain positive relationships with colleagues and stakeholders that support a cooperative work environment.
- Involve local nonprofits and community stakeholders in production and promotion of monthly Clatsop County Board of Commissioners' proclamations.
- Independently utilize excellent organizational and multitasking skills to identify, establish and complete work priorities and accomplish tasks in a timely manner in a wide variety of situations, ensuring deadlines, goals, and objectives are met.
- Perform other related duties, as assigned.
- Maintain confidentiality when dealing with sensitive matters and confidential information and comply with all county administrative, personnel, and safety policies at all times.

Auxiliary Functions

In the event of a declared emergency by the Clatsop County Board of Commissioners, the Senior Communications Specialist is subject to a temporary emergency assignment according to the Emergency Management Plan, for which prior preparation or cross training may occur in an occasional "table-top" exercise. Incumbent returns to their regular assignment upon the vacation of the declaration of emergency.

Mandatory Qualifications

A bachelor's degree from a four-year college or university with major course work in communications, public relations, digital communications, behavioral sciences, and/or public administration AND a minimum of three (3) years' experience working in community relations, public information, social media management and/or with local governments and community organizations OR any satisfactory equivalent combination of education, training, and experience relevant to this position.

Advanced knowledge and experience with desktop publishing and graphic production and design such as, but not limited to, Adobe Creative Cloud programs including Premiere Pro, Photoshop, Illustrator and InDesign as well as advanced knowledge of MS Office Suite (Word and Excel specifically) and Google products.

Strong verbal and written English language and interpersonal communication skills.

Desired Qualifications

Coding or web development experience. Bilingual English/Spanish.

Physical Demands

Physical demands are minimal involving moving boxes, books and files weighing up to 25 pounds. Extensive phone and computer work is common for this position.



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Working Conditions

Typical working office environment. Must be able to attend all Clatsop County Board of Commissioners' meetings and work sessions. May be required to attend additional evening, and occasional weekend, events as directed.

Supervisory Responsibility

Supervision is not a typical responsibility of this position.

THE ABOVE DESCRIPTION COVERS THE MOST SIGNIFICANT DUTIES PERFORMED BUT DOES NOT INCLUDE OTHER OCCASIONAL WORK, THE INCLUSION OF WHICH WOULD BE IN CONFORMITY WITH THE FACTOR DEGREES ASSIGNED TO THIS JOB.