



COMMUNICATIONS SPECIALIST

Summary Description

Under general supervision implements the Authority's communications plan, writes articles for the media, builds and maintain media contacts and develops informational materials in support of a program to increase awareness of Open Space Authority (OSA) policies, accomplishments, and activities. Develops, coordinates and maintains delivery of publications, publicity, press and media communications, events, presentations, and general information on related Authority activities and events.

Essential Duties and Responsibilities

The following tasks are typical for positions in this classification. Any single position may not perform all of these tasks and/or may perform similar related tasks not listed here:

- Research, coordinate, implement, promote and participate in public information, education, and communications programs; participate in the development and implementation of program goals, objectives, policies, procedures and priorities.
- Participates in executing the OSA's Communications Plan; coordinates, promotes and participates in Speakers Bureau.
- Develop, design, edit, coordinate and maintain OSA media content and publications through development of newsletters, brochures, fliers, reports, documentation, press releases, publicity, public display materials, social media development, website content and team-based outreach opportunities.
- Establish and maintain cooperative relationships with representatives of local agencies, cities, counties, community, and public interest groups and with representatives from print and broadcast media.
- Develop and maintain list of press, media and community groups.
- Develop, organize and maintain catalog of photographic images (electronic and other media).
- Establish and maintain effective working relationships and open communication with the Board of Directors, Citizen's Advisory Committee, co-workers, public officials, and the general public.
- Effectively represent the Authority in meetings with governmental agencies, community groups, and media organizations and in meetings with individuals.
- Coordinate assigned public information program activities with those of other OSA departments and staff and other agencies.
- Attend and participate in professional group meetings; maintain awareness of new trends and developments in the field of public information and outreach; recommend incorporation of new developments as appropriate.
- Research, write staff reports, and develop presentations for Board meetings and other OSA related applications.
- Coordinate and manage OSA website; monitor website for accuracy, consistency and functionality of content and keep content current.
- Arrange, coordinate and respond to donation requests.
- Work effectively independently and as a member of a team or work group.
- Perform other duties as assigned or directed.

Qualifications

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill and/or ability required. Reasonable accommodations will be made to enable individuals with disabilities to perform the essential functions.

Ability to:

- Write clear and concise marketing materials, press releases, feature stories, and other materials for distribution to the media and public; maintain brand consistency.

- Identify target audiences and develop pertinent messages.
- Identify and use appropriate online marketing and social media tools.
- Understand the implications of public information and evaluate the news value of OSA activities and functions.
- Serve as an OSA resource on communications and public information.
- Analyze the effectiveness of public information activities and initiate and develop procedures for improving public information efforts.
- Speak effectively in making oral presentations to the OSA, media, community and elected officials.
- Effectively represent the OSA's policies, programs and services with customers, community groups and other public organizations.
- Work effectively with many diverse groups such as Board members, staff, community members, media representatives, vendors, and other people or groups.
- Perform photography and graphic layout and design work.
- Operate a motor vehicle safely
- Organize data, maintain records and prepare reports
- Operate office equipment including computers and supporting software applications.
- Be responsive and work under deadlines.
- May be required to work weekends and evenings.

Knowledge of:

- Operations, services and activities of a public information and communications program.
- Basic principles and practices of public information program development and implementation.
- Basic principles, practices, methods and techniques of social media and marketing.
- Methods and techniques of graphic design, layout and publishing.
- Methods and techniques of news reporting and editing.
- Photography and photo editing.
- Effective public speaking techniques.
- Methods and techniques used in developing communications for internal and external audiences.
- Visual communications, including desktop publishing and computer graphics.
- Principles, practices and techniques of distributing information for mass media communications.
- Communications media sources including but not limited to newspapers, radio, television and internet.
- Research principals and techniques, including survey design and implementation.
- Office procedures, methods and equipment including computers and applicable software applications such as word processing, spreadsheets, desktop publishing, graphics and databases.
- Principals of web design.
- Principals of letter writing and report preparation.
- English usage, spelling, grammar and punctuation.
- Diplomacy, creativity, and initiative in performing all functions of the job.

Education and Experience Guidelines

Any combination of education and experience that would likely provide the required knowledge and abilities is qualifying. A typical way to obtain the knowledge and abilities would be:

Education

Education or experience equivalent to graduation from a two-year college with course work in marketing, social media, public relations, journalism, communications or a related field.

Experience

A minimum of two years of increasingly responsible experience in public relations or public information/marketing work including experience in composing news releases, articles, graphics, marketing materials both online and hard copy.

License and Certification

- Possession of a valid California Driver's license and a satisfactory driving record.
- Possession of automobile insurance and be insurable.

Physical Demands & Working Environment

The physical demands herein are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations will be made to enable individuals with disabilities to perform essential job functions.

Environment: Standard office setting; tasks are regularly performed without exposure to adverse environmental conditions.

Mobility: Incumbents require sufficient mobility to work in an office environment; stand or sit for prolonged periods of time; operate office equipment including use of computer keyboard; pushing, pulling and strength to lift and carry materials weighing up to 30 pounds; ability to verbally communicate to exchange information.

Vision: See in the normal visual range with or without correction; vision sufficient to read computer screens and printed documents; and to operate assigned equipment.

Hearing: Hear in the normal audio range with or without correction.

Communication: Speaking, hearing and writing English to exchange information, communicate in person, over the phone and before groups.

This is a non-exempt position