
COMMUNICATIONS SPECIALIST

DEFINITION

Under general supervision, designs, plans, and implements the Authority's communications and marketing, media relations, and community engagement projects and programs, including creating and maintaining a high level of positive public awareness of the Authority through a variety of communications and marketing mechanisms; develops, evaluates, and administers assigned media relations activities; develops and implements a variety of special projects aimed at providing information and assistance to the general public, community groups, organizations, local government agencies, partner agencies, and the media on Authority open spaces and related programs; and performs related work as required.

SUPERVISION RECEIVED AND EXERCISED

Receives general supervision from the Administrative Services Manager. Exercises no direct supervision over staff.

CLASS CHARACTERISTICS

This classification is responsible for providing professional-level support in the design, development, planning, and implementation of communications and marketing and media relations activities, projects, and programs. Incumbents require specialized public relations and outreach skills, as well as competence in coordinating assigned projects and programs with that of other programs and outside agencies. Successful performance of the work requires the frequent use of tact, discretion, and independent judgment, knowledge of Authority activities, and extensive staff, public, and organizational contact. This class is distinguished from the Administrative Services Manager in that the latter has management responsibility for administrative services, including human resources, finance and budget, information technology, communications and marketing, Clerk of the Board, and general administration.

EXAMPLES OF TYPICAL JOB FUNCTIONS *(Illustrative Only)*

Management reserves the right to add, modify, change, or rescind the work assignments of different positions and to make reasonable accommodations so that qualified employees can perform the typical job functions.

- Plans, oversees, and participates in the operations and activities of the Authority's communications and marketing, media relations, and community engagement programs and special projects, including the development, planning, and implementation of a variety of public information activities aimed at garnering public support and participation for Authority projects and programs, as well as building and maintaining media contacts, and developing informational materials (e.g., press releases, fact sheets, backgrounders, and white papers).
- Creates, implements, and updates the Authority's communication plan, including researching, analyzing, and developing strategies and timelines for public information and promotional campaigns; conducts various community engagement activities and represents the Authority at public events.

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- Contributes to the design, planning, and execution of Authority events, community meetings, and forums.
- Contributes to the development and management of the Authority's branding and image; maintains consistency and clarity in messages and branding including review of materials developed by other staff for public distribution and marketing programs, projects, and issues of importance to the Authority.
- Oversees the development and implementation of key messaging for the Authority; plans and develops paper and electronic publications and other communications materials, including talking points, brochures, newsletters, annual reports, press releases, advertisements, and other materials; serves as editor for paper/electronic publications; oversees design, production, printing, and distribution of all print and electronic materials.
- Builds and maintains relationships with key media and editorial contacts; manages media list; responds to media inquiries and coordinates responses with consultant and Authority staff as needed.
- Writes, designs, and produces content for all communication channels, including website, social media, email, newsletters, annual reports, and special publications and reports.
- Establishes and maintains liaison, communication, and cooperation with a wide range of citizen groups and individuals, organizations, associations, and appropriate governmental bodies to achieve Authority goals and objectives.
- Establishes and develops new avenues of communication within the general public and community groups; develops methods, techniques, and materials to establish/maintain ongoing communication and cooperation with community organizations and associations served by the Authority.
- Oversees scripting, filming, production, and distribution of video presentations.
- Maintains and expands vide and image library; edits images as needed.
- In coordination with the Educational Program Coordinator, develops, manages, and promotes regional programs.
- Designs and manages the Ambassador Program/Speakers Bureau; recruits speakers from Authority staff, Board of Directors, and Citizens' Advisory Committee; provides orientation and training to program participants.
- Negotiates, administers, and manages contracts for services; oversees and reviews documents, reports, and other work products prepared by consultants and provides feedback and corrections; ensures consultant compliance with contracts and Authority standards and time and budget estimates; analyzes and resolves problems and claims that may arise.
- Serves as a liaison with other agencies related to assigned area of responsibility, including partnering on special projects and speaking at various community events and industry association meetings.
- Serves as project manager for special projects as assigned; prepares staff reports, memos, and presentations for Administrative Services Manager and Board review.
- Receives inquiries and provides information to the public regarding a wide variety of topics and successfully communicates with a variety of contacts as they relate to assigned programs.
- Attends and participates in professional group meetings; stays abreast of new trends and innovations in the field of public information and community outreach; researches emerging products and enhancements and their applicability to Authority needs.
- Participates in the preparation and administration of the budgets for assigned projects and programs; forecasts additional funds needed for materials and supplies; writes contracts for contractors.
- Performs other duties as assigned.

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QUALIFICATIONS

Knowledge of:

- Principles and practices of communications and marketing, media relations, and community engagement program goal setting, development, implementation, and evaluation.
- Practices of researching program issues, evaluating alternatives, making sound recommendations, and preparing and presenting effective staff reports.
- Principles, practices, and techniques used in the conduct of effective communications and marketing, media relations, and community outreach programs in a public agency.
- Principles, methods, and techniques of marketing communications and public speaking.
- Basic principles and practices of graphic design and print production, including an understanding of design concepts and applications.
- Principles and applications of a variety of media communications and general publications, including talking points, brochures, newsletters, annual reports, press releases, fact sheets, advertisements, and other materials.
- Media writing and pitching techniques used in initiating and maintaining media relationships, methods and techniques of writing and editing for public information purposes.
- Recent and on-going developments, current literature, and sources of information related to communications and marketing, media relations, and community outreach.
- Basic principles and practices of budget development, administration, and accountability.
- Applicable federal, state, and local laws, rules, regulations, ordinances, and organizational policies and procedures relevant to assigned area of responsibility.
- Record keeping principles and procedures.
- Modern office practices, methods, and computer equipment and applications related to the work.
- English usage, grammar, spelling, vocabulary, and punctuation.
- Techniques for effectively representing the Authority in contacts with governmental agencies, community groups, various business, professional, educational, regulatory, and legislative organizations, and various media.
- Techniques for providing a high level of customer service by effectively dealing with the public, vendors, contractors, and Authority staff.

Ability to:

- Plan, research, organize, coordinate, and implement a variety of communications and marketing, media relations, and community outreach related activities and programs.
- Identify and implement effective course of action to complete assigned work.
- Interpret, apply, explain, and ensure compliance with applicable federal, state, and local laws, rules, regulations, policies, and procedures.
- Effectively represent the Authority in meetings with the general public, community groups, organizations, other governmental agencies, and professional, regulatory, and legislative organizations.
- Develop effective communications and marketing, media relations, and community outreach strategies and campaigns; establish and maintain relationships with diverse groups of different media outlets, citizen groups and individuals, organizations, associations, and appropriate governmental bodies.
- Research, analyze, and evaluate new service delivery methods, procedures, and techniques.
- Analyze, interpret, summarize, and present administrative and technical information and data in an

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- effective manner.
- Assist in the preparation and administration of assigned budgets; allocate limited resources in a cost effective manner as directed by a manager.
 - Prepare clear and concise reports, correspondence, policies, procedures, and other written materials.
 - Make accurate arithmetic, financial, and statistical computations.
 - Operate modern office equipment including computer equipment and specialized software applications programs.
 - Organize and prioritize a variety of projects and multiple tasks in an effective and timely manner; organize own work, set priorities, and meet critical time deadlines.
 - Use English effectively to communicate in person, over the telephone, and in writing.
 - Use tact, initiative, prudence, and independent judgment within general policy, procedural, and legal guidelines.
 - Establish, maintain, and foster positive and effective working relationships with those contacted in the course of work.

Education and Experience:

Any combination of training and experience that would provide the required knowledge, skills, and abilities is qualifying. A typical way to obtain the required qualifications would be:

Equivalent to graduation from an accredited four year college or university with major coursework in public relations, communications, business administration, or a related field and three (3) years of increasingly responsible experience in coordinating communications and marketing, media relations, and/or community outreach program.

Licenses and Certifications:

- Possession of a valid California Driver's License.

PHYSICAL DEMANDS

Must possess mobility to work in a standard office setting and use standard office equipment, including a computer; to operate a motor vehicle and to visit various Authority and meeting sites; vision to read printed materials and a computer screen; and hearing and speech to communicate in person, before groups, and over the telephone. This is primarily a sedentary office classification although standing and walking between work areas may be required. Finger dexterity is needed to access, enter, and retrieve data using a computer keyboard or calculator and to operate standard office equipment. Positions in this classification occasionally bend, stoop, kneel, reach, push, and pull drawers open and closed to retrieve and file information. Employees must possess the ability to lift, carry, push, and pull materials and objects up to 25 pounds.

ENVIRONMENTAL ELEMENTS

Employees work in an office environment with moderate noise levels, controlled temperature conditions, and no direct exposure to hazardous physical substances. Employees may interact with staff and/or public and private representatives on sensitive matters and in interpreting and enforcing Authority policies and procedures.

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EFFECTIVE: September 2013
REVISED: N/A
FLSA: Non-Exempt