Davis COUNTY

CLASS SPECIFICATION

Class Title:	Communications Manager	Class Code:	XXXX
Department:	Community & Economic Development	Eff. Date:	XXXXXXXX
Merit Status:	Non-Exempt	Grade:	21
FLSA Status:	Exempt		

GENERAL PURPOSE: Under the direct supervision of the Director, Community and Economic Development, incumbent develops, manages, implements, and monitors Davis County strategic communication initiatives, public relations and marketing. Utilizing numerous public media platforms, spotlights the activities of Davis County with community, business community and other governmental agencies collaborations.

This position typically provides management, planning of organizational communications functions including internal and external communications, social media, publications, audio-visual and graphic outreach. Incumbent will provide a proactive and responsive flow of information which is accurate, timely, appropriate and designed to promote awareness of Davis County initiatives.

DESCRIPTION OF DUTIES: Duties listed are not all-inclusive. Applicants must be prepared to demonstrate the ability to perform the essential functions of the job with or without a reasonable accommodation. Essential duties include:

1. Proactively develops and implements comprehensive communication, marketing, and outreach programs which highlight the activities, initiatives, community and service delivery of the programs of Davis County. Monitors and evaluates program effectiveness to bring about process improvement.

2. Develops and maintains strategic partnerships with internal stakeholders to feature Davis County events and promotions in appropriate social media, media and all appropriate communication tools. Assists internal stakeholders, as requested, with press releases or special reports illuminating Davis County initiatives. Creates and oversees informative and interesting press releases, and media inquiries for special events, or programs.

3. Collaborates with the community, private sector business community and various governmental agencies to achieve cooperation and leadership for initiatives which focus on Davis County. Coordinates the implementation of marketing and promotional efforts.

4. Directs the overall content and format of internal and external social media, media and all appropriate communication tools. Coordinates the implementation of promotional efforts. In collaboration with internal stakeholders develops the content and format of internal and external publications.

5. Manages and oversees the creation and updates of websites and social media efforts. Trains staff on technology to promote programs and facilities. Prepares strategic planned reports or presentations designed to educate and inform stakeholders.

6. Under the general supervisor of the Director, Community and Economic Development monitors

annual outreach and communication budget resources.

7. Performs related duties as assigned.

MINIMUM QUALIFICATIONS:

1. **Education -** A Bachelor's degree from an accredited college or university in Communications, English, Public Relations, Marketing, or a closely related field. An equivalent combination of related education and experience will also be considered.

2. Experience - Incumbent must demonstrate four (4) years of related experience in a professional communications or journalism position.

3. Knowledge and Skills - The knowledge and skills necessary to be successful in this position are:

- Methods, techniques and styles of business and article writing, organization, spelling, grammar, editing, punctuation and word usage
- Communication and public relations concepts, practices, principles, and strategies
- Methods, techniques and technologies used for formatting, design, layout for print and electronic text and graphic design
- Principles, techniques, procedures and methods used in the composition and production of a variety of print and internet communications
- Information dissemination techniques and methods
- Strong project management knowledge; to manage various tasks simultaneously

4. Abilities - The abilities necessary to be successful in this position are:

- The ability to exercise sound judgment and make sound decisions
- The ability to communicate effectively, both verbally and in writing, with various stakeholders and audiences
- The ability to gather, analyze, and interpret data
- The ability to research and write a variety of business communications documents
- The ability to work effectively in a dynamic environment, both independently and with a team
- The ability to work with other stakeholders, agencies or the general public on shared projects

5. Other Requirements:

- Must furnish personal transportation for job related driving.
- Employees driving a personal or County vehicle for job related travel must possess a valid driver license; new employees with an out-of-state license must obtain a valid Utah Driver License within sixty days of hire date (exceptions for military personnel and their dependents).