**Class Summary**

The responsibilities of this classification include recommending, planning, developing, organizing, directing and implementing county-wide employee communication strategies in alignment with executive office and human resources strategic initiatives. Incumbents in this classification coordinate and execute effective methods for communicating priorities, achievements, and events to employees. Responsibilities also include managing staff to appropriately and effectively communicate the agency’s message.

**Distinguishing Characteristics**

This is a second-level in a two level classification series. It is distinguished from the Communications Manager in that incumbents oversee and develop county-wide employee communications under direction of executive and county human resources leadership. This position is also responsible for directing the activities of staff engaged in communicating County-wide information through a variety of external and internal communication mediums including, but not limited to, web, newsletters and video. In addition, incumbents may oversee internal departmental communications for an assigned department.

**Examples of Duties**

1. Partner with the executive office, county human resources, and other teams to plan, develop, execute, and evaluate strategic county-wide employee communications. Provide leadership with recommendations on communication content and appropriate medium.
2. Provide guidance to the executive team and county human resources regarding communication plans and announcements. Develop methods for integrating various communication efforts and initiatives to ensure consistent, effective and efficient messaging.
3. Review department messaging to ensure communications are aligned with executive office and county human resource initiatives.
4. Recommend, draft, and issue messaging for executive leadership on emergent issues.
5. Recommend and draft talking points for speeches and presentations by county human resources and the executive office, schedule interviews, and ensure media is responded to in a timely fashion.
6. Develop metrics, track results and apply key learnings to monitor and evaluate the efficiency and effectiveness of communication delivery methods and to improve future communications, content, and engagement.
7. Oversee the creation of employee communications including, but not limited to video production and newsletters.
8. Collaborate with key stakeholders to develop specific communication plans for county-wide distribution.
9. Develop responses to employee concerns received online.
10. Ensure all communications are in alignment with county standards.
11. Supervise assigned employees and coach for development and performance.
12. Perform other duties as required.

**Knowledge/Skills**

Excellent verbal and written communication skills with the ability to clearly articulate complex issues and deliver compelling information to an employee audience

Excellent interpersonal skills

Ability to prepare clear and concise reports and deliver formal presentations

Strong analytical, critical thinking, problem solving, judgment, and influencing skills

Ability to handle confidential and sensitive communications with confidentiality and discretion

Ability to effectively engage in and sustain relationships with people from diverse cultures and socio-economic backgrounds

Ability to work independently and as a team member

Demonstrated proficiency with business applications, such as Microsoft Office suite

**Education and Experience Requirements**

Bachelor’s degree in Communications, Journalism or Marketing Communication

Experience in leading strategic internal communication plans and developing, managing, and delivering complex communication plans to diverse groups

OR any combination of education and experience that clearly demonstrates the ability to perform the job duties of the position

**Licensing, Certification, and Other Requirements**

Valid Washington State Driver License or the ability to travel throughout the county in a timely fashion.

Additional minimum qualifications may be established based on business needs and are specified in position announcements as appropriate.

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| **FLSA Designation** | Exempt |
| **Service Status** | Career Service |
| **EEO Code** | 2 |
| **Levels within same series** | Communications Manager |
|  | Communications Manager-Senior |
| **Class History** | Created 11/2020 |