



## **SENIOR COMMUNICATIONS SPECIALIST**

### **DEFINITION**

Under the direction of the Communications and Public Affairs Manager, the Senior Communications Specialist develops and implements complex and comprehensive communications and public outreach programs; creates content for the District's website, social media, and digital programs; assists with the planning and production of marketing collateral; and develops branding, community outreach events and presentations to promote understanding and awareness of the District's mission, vision and goals. The Senior Communications Specialist is part of a high-performing team that informs, educates and engages a wide range of stakeholders, including the general public, community leaders, customers, and internal staff.

### **DISTINGUISHING CHARACTERISTICS**

This advanced journey-level job class is distinguished from the Communications Specialist by the level of responsibility assumed, complexity of duties assigned and level of autonomy in managing projects. The Senior Communications Specialist may be assigned responsibility for communications projects and a program area within the department and may review the work of less senior communications staff. The incumbent is responsible for planning, organizing and implementing internal and external communications programs, community outreach, marketing, and public information programs. The Senior Communications Specialist is assigned complex, confidential and time-sensitive projects and must be able to exercise sound judgment and function efficiently under pressure and tight deadlines.

### **EXAMPLES OF DUTIES**

Typical duties may include, but are not limited to the following:

- Plans, develops, implements and administers communications programs and projects;
- Act as a resource for communications staff and may review work product before completed work is advanced to the Communications and Public Affairs Manager;
- Assists with staff training;
- Conducts cost analysis for communications projects and monitor and control expenditures; prepares requests for proposal for work with contractors provides marketing, communication or other related services;
- Develops, produces and maintains effective collateral, including factsheets, brochures,

newsletters, bill inserts, annual reports, advertising content, and materials related to special projects and initiatives;

- Designs and maintains effective content for the District's website, digital e-newsletter, and social media accounts to increase awareness and build affinity to grow the District's audience and reach across platforms;
- Assists in preparing and managing scope of work for contractors;
- Develops and implements effective and innovative community outreach programs to increase awareness of the District's initiatives, programs, projects, and services;
- Prepares staff reports for presentation to the Board of Directors and delivers presentations and reports before the District Board, committees and community based organizations and the public;
- Writes effective press releases, public service announcements, and media advisories as needed;
- Attend various community and civic meetings and/or functions to represent the District; may act as District spokesperson as assigned.
- Researches, interprets, and synthesizes complex information from various departments, including conservation and operational initiatives, to create clear, accurate and engaging messaging for various platforms;
- Prepares various reports;
- Produces relevant photos and videos for news media or District use as needed;
- Communicates in a professional manner with staff, customers, the general public, private businesses, community groups and local, state and federal agencies as needed;
- Coordinates and executes the production of a variety of publications, presentations, videos, exhibits and similar materials for district events, including typography, illustrations, layouts, formats, and other printing and graphics requirements;
- Responds to questions from the public in person, by telephone, in writing or via email and social media as needed;
- Assists in the management and promotion of the District's style guide and branding to ensure a consistent brand message across departments;
- Assists with coordinating outside vendor services such as printers, graphic designers, event venues, public relations and advertising consultants, and public opinion research firms as needed; and
- Performs related duties as assigned.

## **QUALIFICATIONS FOR EMPLOYMENT**

### **Knowledge of:**

- Excellent written and oral communications, with the ability to engage a wide range of stakeholders;
- Principles, techniques, and methods of effective public information, community outreach, marketing and branding;
- Principles and practices of website content management and social media trends;

- Word processing, Adobe graphic design, web content design and development, and graphics preparation/presentation software and equipment;
- Correct English usage including spelling, punctuation, and grammar;
- Principles and practices of effective graphic design and illustration methods and materials;
- Photography, videography, and the operation of camera equipment and digital editing software;
- Techniques and best practices for community engagement and working with the public in general;
- Presentation skills in dealing with groups of various sizes and demographics;
- Modern office practices and filing systems.

**Ability to:**

- Organize, implement and direct assigned communications programs, projects and activities;
- Provide lead supervision and technical support to communications staff;
- Understand and manage communications or public affairs matters by gathering, reviewing and understanding, media inquiries, concerns from stakeholders and current events impacting on the district operations or services to the community in relation to the District's mission and initiatives;
- Thoroughly relay information to the appropriate district staff and gather relevant related information to coordinate appropriate responses;
- Exercise discretion and sensitivity in interpreting and communicating District policies and programs;
- Establish and maintain effective working relationships with District employees and the public, using diplomacy and principles of good customer service;
- Plan, develop and execute a variety of public information campaigns and activities;
- Research, compose and prepare clear, concise and engaging public information materials and correspondence;
- Apply creative thinking and problem solving techniques;
- Gather and analyze information, synthesize complex and diverse information in order to effectively assemble, organize and present in written and/or oral form;
- Use sound judgment to make good decisions based on information gathered and analyzed;
- Interpret, apply, and explain District policies and programs;
- Effectively use Microsoft Office, Adobe graphics programs, photographic and video editing equipment and software; word processing and routine database management software;
- Use website backend tools to create and maintain content and successfully analyze audiences, including Google analytics metrics;
- Communicate clearly and concisely, both orally and in writing, to a wide variety of audiences;
- Provide oral and written information about District operations and services and make oral presentations to small groups;
- Type at a speed necessary for successful job performance;
- Analyze situations accurately be able to adapt quickly;
- Work with diverse cultural and social groups in a tactful and effective manner;
- Work independently utilizing effective time management skills;

- Travel to alternative work locations and off-site meetings.

### **Training and Experience:**

Any combination of education and experience that would provide an opportunity to acquire the knowledge and abilities listed above. An example of qualifying education and experience would be:

**Education:** Equivalent to a Bachelor's degree from an accredited college with major course work in public relations, journalism, English, communications, marketing or a closely related field.

**Experience:** Four years of progressively responsible experience in communications, public relations, community outreach, digital content or marketing, or related fields, with strong writing skills and professional experience in online communications.

### **OTHER REQUIREMENTS**

- Work weekends and/or evening on an occasional basis as required by planned events to make presentations or attend meetings, and to travel to alternative work locations for these and other purposes.
- In order to drive a District vehicle or privately-owned vehicle to conduct District business, possession of or the ability to obtain an appropriate California driver's license issued by the State Department of Motor and maintain a satisfactory driving record are required.
- Per California Government Code, Title 1, Division 4, Chapter 8, Section 3100 "all public employees are hereby declared to be disaster service workers subject to such disaster service activities as may be assigned to them by their superiors or by law." (Ref: California Government Code, Title 1, Division 4, Chapter 8, Sections 3100- 3109).

### **PHYSICAL DEMANDS AND WORKING CONDITIONS**

During the course of performing job duties the employee will need the mobility to work in a standard office setting, use standard office equipment such as a personal computer, word processing and data base software, calculator, a copy and/or fax machine; enter and retrieve data from personal computers and terminals via keyboards which is often performed while sitting for extended periods of time; operate office equipment requiring repetitive arm/hand movement and/or the coordinated movement of more than one limb simultaneously. The employee frequently stands, walks, bends at neck and waists, twists at neck and waist, uses repetitive hand movement, uses simple and power grasping with both hands, uses fine manipulation of both hands and fingers, and may require use of the arms above the shoulder, climb or balance; stoop, kneel or crouch. This position requires that the employee demonstrate

adequate hearing and speech to converse in person and over the telephone, and vision to read printed materials and use a computer screen. The employee is occasionally required to lift and carry short distances objects such as reams of copier paper, office supplies, files, books, printed materials and other packages weighing up to 25 pounds. Employees who drive on District business to carry out job-related duties must be physically capable of operating the vehicles and equipment safely.

The noise level in the work environment is quiet to moderate noise. Position may require the ability to work overtime and weekends as needed.

*To be successful in this job, an individual must be able to satisfactorily perform each of the listed duties. These duties are representative of the knowledge, skill and/or ability required for the position. Reasonable accommodations may be made to enable individuals with disabilities to perform the duties and functions of the position. Requests for reasonable accommodation should be directed to the Human Resources Manager.*

Established: October 2021

Approved By: Human Resource Manager