

Code: 1831

Title: COMMUNITY RELATIONS SPECIALIST

SUMMARY: Responsible for developing, establishing and maintaining community relations activities for a department.

DUTIES/RESPONSIBILITIES: (Work assignments may vary depending on the department's needs and will be communicated to the applicant or incumbent by the supervisor.)

Develops and conducts community relations activities of a department;
Develops, monitors, coordinates and implements public education programs;
Establishes and maintains liaison with and conducts informational meetings for governmental agencies, service organizations, businesses, neighborhood organizations, special interest and citizen informational groups;
Develops, prepares and presents training and informational materials, news releases and other media materials;
Participates in the development of community awareness programs;
Represents department and acts as department spokesperson;
Assists in the development, coordination and implementation of intra-departmental training and education programs;
Develops methods to solicit public support and participation in departmental programs;
Supervises, trains and evaluates support personnel.

KNOWLEDGE & SKILLS:

Knowledge of:

- communication methods, practices and techniques;
- public relations;
- community agencies, organizations and resources;
- public administration and organization;
- departmental operations and activities.

Skill in:

- communicating effectively;
- motivating others in support of departmental programs;
- establishing and maintaining effective working relationships with governmental agencies, the business and educational community, and community and special interest groups;
- identifying public education and intra-departmental training needs and developing and implementing programs to meet those needs.

MINIMUM QUALIFICATIONS:

EITHER:

(1) A Bachelor's degree from an accredited college or university with a major in education, business or public administration, communication or management and two years of progressively responsible administrative, supervisory or management experience involving communications or a closely related area as defined by the Appointing Authority.

OR:

(2) Four years of progressively responsible experience in public administration, communications, management or a closely related field as defined by the Appointing Authority applicable to the department's operations.

OTHER REQUIREMENTS:

Physical/Sensory Requirements: Physical and sensory abilities will be determined by position.

This class specification is intended to indicate the basic nature of positions allocated to the class and examples of typical duties that may be assigned. It does not imply that all positions within the class perform all of the duties listed, nor does it necessarily list all possible duties that may be assigned.

Pima County

07/01/86

Updated 03/31/06(lg)