Code: 7070
Title: COMMUNICATIONS SPECIALIST-UNCLASSIFIED

SUMMARY: Facilitates the development and execution of strategic communications projects for County departments and programs and serves as the primary contact for assigned client departments. This classification is appointed, unclassified and exempt from the Pima County Merit System Rules.

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

Serves as the primary contact between the Communications Office and assigned client departments and develops relationships with departmental staff and an understanding of the department's needs and goals;
Advises, instructs and assists Communications staff in developing communication strategies for assigned departments, or individuals for specific projects, and monitors work produced for the client department for appropriate strategic solutions;
Maintains an awareness of the status of current or planned projects for the assigned departments and acts as a secondary monitor of work quality and progress completion;
Analyzes issues and generates story ideas for the approval of the client department;
Designs and implements multi-platform information campaigns in collaboration with the assigned departments and acts as a secondary monitor of work quality and progress completion;
Acts as an advocate for the client department's interests with the Communications Office and acts as a Communications Office advocate with the client department;
Researches and gathers information from various sources within County government to compose articles in non-technical, readable prose for posting to the County website or other media outlets;
Writes opinion or commentary pieces as assigned;
Edits text produced by client departmental staff;
Cultivates and maintains working relationships with external media representatives;
Advises media representatives on complex issues and connects reporters to proper sources within County government.

KNOWLEDGE & SKILLS:

Knowledge of:
- current methods of information dispersal and their appropriate uses;
- research and information investigation techniques (internet, historical archives, etc.);
- grammar, punctuation usage and spelling;
- editing styles for different types of media.

Skill in:
- critical thinking in development of strategic communication plans;
- using diagnostic and analytical skills with detailed orientation;
- organizing text, pictures, and video to communicate clearly;
- communicating policy information clearly, concisely and accurately in written and verbal fashion;
- writing clearly, concisely and utilizing journalistic and proper grammar, punctuation and spelling;
- interviewing techniques;
- distinguishing between marketing or promotional stories, and hard new stories;
- MS Word, Excel, E-mail communication and use of Internet social networking sites;
- identifying potential news and feature stories that would be of interest to the general public.

DESIRED QUALIFICATIONS:

Typically a position in this classification will have a Bachelor's degree from an accredited college or university, with a major in journalism, communications, English or other closely related field as determined by the appointing authority at the time of recruitment, and two years of experience as a communications strategist in an advertising or public relations agency, governmental entity or similar organization.
(Additional relevant experience/education from an accredited college, university or trade school may be substituted.)

OTHER REQUIREMENTS:

Licenses and Certificates: Some positions require a valid Arizona Class D driver license at the time of application or prior to completion of an initial/promotional probation period. Failure to obtain or maintain the required licensure shall be grounds for termination.

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

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

Pima County

Revised 1/29/14(lsg)
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