



Community Engagement Specialist Administration

COM/5 – 167

JOB SUMMARY

This position promotes the County, oversees, and disseminates official communications between the County and the general public through press releases, publications and the management of social media platforms. This position is responsible for the design and maintenance of the County's website; public relations and marketing; and the engagement of citizens. This position creates videos, develops publications, and fulfills media requests.

MAJOR DUTIES

1. Plans, develops, and implements communication programs, materials and methods to inform and educate the public, the news media, County staff and others about County initiatives, services and programs.
2. Works with administration to format and distribute official press releases to local and regional media outlets.
3. Completes special projects as assigned by the supervisor.
4. Coordinates a unified message across all social media sites used by County departments.
5. Maintains the official County website and is responsible for the timely updating of all content.
6. Coordinates interdepartmental communications to ensure submission of documentation and data. Interfaces with departments to ensure the public can access current information and find information easy on a user-friendly website.
7. Maintains and creates content for the local public broadcasting channel.
8. Monitors social media for content relevant to the County and proactively stays in front of controversial issues.
9. Provides guidance and assistance in the development of strategies for dealing with crisis situations and potentially controversial topics; develops plans, writes talking points, and serves as communications expert for the County.
10. Identifies and assesses public information needs by researching and evaluating information requests and evaluating the County's public relations goals and objectives.
11. Designs and produces publications such as newsletters, brochures, manuals, reports, magazines, and broadcasts, writes and edits press releases, letters, studies, reports, speeches, talking points for presentations and video scripts.
12. Attends and documents all public relations functions for the County (Commissioners board meetings, ground-breakings and ribbon-cutting ceremonies, parades and speaking engagements; Serves as liaison between Commissioners and the media).
13. Provides project initiatives and project update reports weekly to supervisor.
14. Serves as the County photographer.
15. Maintains current knowledge of industry as well as governmental regulatory and legislative developments affecting public communications.
16. Assists with activities to record the history of the County.
17. Maintains necessary operating files and records.
18. Supports the front desk as needed and performs clerical work as directed.
19. Performs other related duties as assigned.

KNOWLEDGE REQUIRED BY THE POSITION

1. Knowledge of the structure and content of the English language including the meaning and spelling of words, rules or composition, and grammar.
2. Knowledge of marketing strategy including the principal methods and techniques for promoting government and citizen relations.
3. Knowledge of Georgia open records and open meeting laws.
4. Knowledge of the current use of social media platforms.
5. Knowledgeable in the preparation and dissemination of official press releases.
6. Knowledge of modern office practices and procedures.
7. Knowledge of computers and job-related software programs.
8. Skill in public and interpersonal relations.

9. Skill in developing, writing, disseminating, communicating and implementing policies and procedures.
10. Skill in oral and written communication.
11. Skill in public speaking and interviewing.
12. Skill in researching, compiling, and summarizing statistical data and information materials.
13. Ability to organize work, establish priorities, meet established deadlines, and follow up on assignments with minimum direction.
14. Ability to create marketing strategies.
15. Ability to collect and synthesize information from diverse sources.

SUPERVISORY CONTROLS

The County Clerk and County Administrator assign work in terms of general instructions. The supervisor spot-checks completed work for compliance with procedures, accuracy, and the nature and propriety of the final results.

GUIDELINES

Guidelines include the County Policy and Procedure Manual, the Safety and Loss Manual, and FMLA and HIPPA rules and regulations. These guidelines are generally clear and specific but may require some interpretation in application.

COMPLEXITY/SCOPE OF WORK

- The work consists of related administrative duties.
- The purpose of this position is to oversee official communications between the County and the general public.
- Success in this position contributes to the efficiency and effectiveness of department operations.

CONTACTS

- Contacts are typically with members of the general public, other County employees, elected and appointed officials, state and federal legislators, member of the news media and local business and community leaders.
- Contacts are typically to give or exchange information, resolve problems, and provide services.

PHYSICAL DEMANDS/ WORK ENVIRONMENT

- The work is performed in an office workspace that is typically a desk/table with an inter-office network connection.
- The work is typically performed while sitting at a desk or table or while intermittently sitting, standing, stooping, or crouching. The employee occasionally lifts light and heavy objects.

SUPERVISORY AND MANAGEMENT RESPONSIBILITY

None.

SPECIAL CERTIFICATIONS AND LICENSES

- Possession of a valid State of Georgia driver's license (Class C) and a satisfactory Motor Vehicle Record (MVR) in compliance with County Safety and Loss Control Guidelines. Completion of the State of Georgia Department of Transportation Defensive Driving Course and/or Emergency Vehicle Operation Certification within twelve (12) months of employment.

ADA COMPLIANCE

- Fayette County is an Equal Opportunity Employer. ADA requires the County to provide reasonable accommodations to qualified individuals with disabilities. Prospective and current employees are invited to discuss accommodations.
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HIPAA COMPLIANCE

- The Health Insurance Portability and Accountability Act of 1996, as amended, requires employees to protect the security of Protected Health Information (PHI) however it is obtained, handled, learned, heard or viewed in the course of their work.

DRUG AND ALCOHOL COMPLIANCE

- In accordance of Fayette County's Substance Abuse Policy of 1996, as amended, all job applicants offered employment will undergo testing for the presence of illegal drugs and alcohol as a condition of employment. In the course of employment, employees are subject to random, reasonable suspicion, post-accident, and routine fitness for duty testing for illegal drugs and alcohol abuse. Employees are prohibited to work under the influence, to possess, to distribute, or to sell illegal drugs in the workplace or abuse alcohol on the job. Confirmed positive is reason for denial of employment and/or termination.

MINIMUM QUALIFICATIONS

- Bachelor's Degree in Communications, Journalism, Public Relations, Public Affairs, Business Administration, Marketing or related field from an accredited college or university.
- Three years of increasingly responsible administrative experience preferably in communications and/or marketing.
- Knowledge and level of competency commonly associated with completion of specialized training in this field of work.
- Sufficient experience to understand the basic principles relevant to the major duties of the position, usually associated with the completion of an apprenticeship/internship or having had a similar position for one to two years.
- Possession of or ability to readily obtain a valid driver's licenses issued by the State of Georgia for the type of vehicle or equipment operated.