

## **SNOHOMISH COUNTY JOB DESCRIPTION**

### **COMMUNICATIONS SPECIALIST – PARKS, FAIRGROUNDS AND TOURISM**

Spec No. 2399

#### **BASIC FUNCTION**

To support the Snohomish County Parks, Recreation & Tourism public information, media relations, marketing strategies and communications efforts in journalistic writing and editing for print and social media, public awareness, marketing plans, event coordination, internal communications, presentation preparation, and media relations.

#### **STATEMENT OF ESSENTIAL JOB DUTIES**

1. Assists the Parks Department Director and Division Managers with writing and editing press releases, managing media at events, and other media relations/public information duties.
2. Works on projects related to public awareness and communications activities for Snohomish County Parks, Recreation and Tourism programs and projects.
3. Plans, schedules, supervises, and evaluates the work of assigned employees; provides instruction, training, coaching and assistance as necessary; completes personnel actions including evaluations and discipline; participates in personnel processes including hiring, promotions, transfers and terminations.
4. Oversees Department wide marketing plan. Writes and edits communications materials, including news releases, articles, newsletters, brochures, special presentations, and other education and outreach materials.
5. Creates content for and manages departmental social media accounts and other internal communications; content may include photography and video.
6. Assists the Department Director's and Manager's during incidents crisis in providing timely and accurate information to the community.
7. Drafts, edits, and reviews content for website with an eye for community-focused language and content.
8. Researches the communication and information needs of the community as it relates to public safety on department properties.
9. Develops content for internal communications, messaging, talking points and presentations.
10. Contributes to the delivery of various marketing and communications plan goals and objectives

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#### **STATEMENT OF OTHER JOB DUTIES**

11. Performs related duties as assigned by the Department Director and Managers.

#### **MINIMUM QUALIFICATIONS**

A Bachelor's degree in communications, journalism, public relations, marketing or other discipline in which the course work emphasizes communications, writing, or the dissemination of information; AND two (2) years of experience in public relations, education or a similar communications field. OR, any equivalent combination of training and experience that provides the required knowledge and abilities.

#### **PREFERRED QUALIFICATIONS**

Coursework or field experience in visual journalism: video shooting, editing, and narrative storytelling skills is preferred.

Experience working with social media and web content creation and curation preferred.

#### **SPECIAL REQUIREMENTS**

A valid Washington State driver's license is required for employment.

Candidates must be at least 21 years old at the time of application, no maximum age.

#### **KNOWLEDGE AND ABILITIES**

Knowledge of:

- concepts and techniques of public information and relations
- marketing concepts and techniques
- social media applications
- Incident Command System (ICS)
- supervisory techniques
- Web-site, internet and digital communication
- basic photography and video techniques and equipment

Ability to:

- communicate effectively both orally and in writing
- understand the communication needs and styles of unique and underrepresented populations
- develop and implement marketing plans
- anticipate the community's public safety concerns and interests
- ability to multitask and meet deadlines under pressure
- good work ethic and self-starting attitude

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#### KNOWLEDGE AND ABILITIES (Continued)

- work collaboratively in a team oriented environment
- establish and maintain effective working relationships with supervisors, peers, associates, media representatives, and the general public
- use a variety of photographic, video, audiovisual, and presentation equipment

#### SUPERVISION

The employee reports to and receives direction from an administrative superior. Work is performed independently and is reviewed through reports, meetings, and results obtained.

#### WORKING CONDITIONS

The work is generally performed in an office environment, but requires travel to media staging sites, off-site locations and command post locations for critical incidents. Occasional evening and work on weekends and holidays may be required.

Snohomish County is an Equal Employment Opportunity (EEO) employer.  
Accommodations for individuals with disabilities are provided upon request.

[EEO policy and ADA notice](#)

Class Established: January 2018

EEO Category: 2 - Professionals

Pay Grade: 240 – Classified Pay Plan

Worker's Comp Code: 5306 Non-Hazardous