

SNOHOMISH COUNTY JOB DESCRIPTION
COMMUNICATIONS SPECIALIST – SHERIFF (CS)

Spec No. 2387

BASIC FUNCTION

To support the Snohomish County Sheriff's Office public information, media relations, and communications efforts performing general skills and abilities in journalistic writing and editing for print and social media, public awareness, marketing, event coordination, internal communications, presentation preparation, and media relations.

STATEMENT OF ESSENTIAL JOB DUTIES

1. Assists the Sheriff's Office Director of Communications with writing and editing press releases, managing media at the scene, and other media relations/public information duties.
2. Works on projects related to public awareness and communications activities for public safety and Sheriff's Office programs and projects.
3. Writes and edits communications materials, including news releases, articles, newsletters, brochures, special presentations, and other education and outreach materials.
4. Creates content for and manages Sheriff's Office social media accounts, including Facebook, Twitter, NextDoor, Instagram, and YouTube. Content may include photography and video.
5. Assists the Sheriff and Director of Communications during critical incidents and crisis in providing timely and accurate information to the community.
6. Drafts, edits, and reviews content for website with an eye for community-focused language and content.
7. Researches the communication and information needs of the community as it relates to public safety.
8. Develops content for internal communications, messaging, talking points and presentations.
9. Contributes to the delivery of various marketing and communications plan goals and objectives

STATEMENT OF OTHER JOB DUTIES

10. Performs related duties as assigned by the Sheriff of Director of Communications.

SNOHOMISH COUNTY JOB DESCRIPTION
COMMUNICATIONS SPECIALIST – SHERIFF (CS)

Spec No. 2387

MINIMUM QUALIFICATIONS

A Bachelor's degree in communications, journalism, public relations, 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 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.

Applicants will be subject to a polygraph, a thorough background investigation including fingerprinting and a complete criminal records check. 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
- social media
- Incident Command System (ICS)
- law enforcement and/or the law and justice system
- 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
- anticipate the community's public safety concerns and interests
- ability to multitask and meet deadlines under pressure
- good work ethic and self-starting attitude
- 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

SNOHOMISH COUNTY JOB DESCRIPTION
COMMUNICATIONS SPECIALIST – SHERIFF (CS)

Spec No. 2387

SUPERVISION

The employee reports to and receives direction from the Director of Communications. 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 (precincts, contract city police stations, etc.), 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: May 2017
EEO Category: 2 - Professional
Pay Grade: 239 – Classified Pay Plan
Worker's Comp Code: 5306 Non-Hazardous

Approved by the Snohomish County Civil Service Commission on February 1, 2017.