

SNOHOMISH COUNTY JOB DESCRIPTION

COMMUNICATIONS SPECIALIST I

Spec No. 2234

BASIC FUNCTION

To support the County's public relations and communications efforts performing general skills and abilities in journalistic writing and editing for print and electronic media, graphic design and production, group process methods, public outreach, education, citizen participation and media relations.

STATEMENT OF ESSENTIAL JOB DUTIES

1. Works with project managers to implement public involvement and communications activities for County programs and projects.
2. Coordinates, schedules, set up and conduct public involvement, educational, informational programs, meetings and events.
3. Writes and edits communications materials for clients, including press releases, newsletters, brochures, special presentations, and other education and outreach materials.
4. Develops plans for public meetings and presentations; works with project managers and other presenters to plan and rehearse presentations; acts as group facilitator as needed.
5. Makes presentations at public meetings and to various organizations, service clubs, and other groups to explain county projects and programs; works to engage the public and stakeholder groups and to capture citizen input into county projects and programs.
6. Assists in the preparation of budget estimates for work requested by directors and project managers.
7. Works with other departmental staff as needed to design, produce, distribute and present informational material to the public.
8. Recruits and coordinates citizen volunteers and participants for County outreach and education activities.
9. Prepares monthly report of activities and accomplishments.

STATEMENT OF OTHER JOB DUTIES

10. Performs related duties as assigned by group lead or Supervisor.

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MINIMUM QUALIFICATIONS

A Bachelor's degree in communications, English, journalism, public relations, education 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. Work related experience may be substituted for the required education or training on a year for year basis; OR, any equivalent combination of training and experience that provides the required knowledge and abilities. Must pass job related tests.

PREFERRED QUALIFICATIONS

Previous experience with public projects is preferred.

SPECIAL REQUIREMENTS

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

KNOWLEDGE AND ABILITIES

Knowledge of:

- concepts and techniques of public involvement and group process
- methods and techniques used in the production and presentation of press releases, brochures and pamphlets
- electronic media
- internet and computer-based communications
- audiovisual presentation methods and equipment
- graphic art techniques, methods, and materials
- photographic techniques and equipment
- consumer/market research methods
- attitude and opinion survey techniques

Ability to:

- communicate effectively both orally and in writing
- speak convincingly in public and before groups
- anticipate public concerns and interests and develop involvement efforts to meet citizens' and the County's needs
- establish and maintain effective work relationships with supervisors, peers, associates, media representatives, and the general public
- use a variety of audiovisual and presentation equipment

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SUPERVISION

The employee reports to and receives direction from a Lead or Supervisor. Work is reviewed through meetings and periodic status reports and by evaluation of results obtained.

WORKING CONDITIONS

The work is performed in the usual office environment. Frequent field trips to view projects will be required. Frequent night meetings and occasional 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 2002
Revised: February 2019
EEO Category: 2 - Professionals
Pay Grade: 239 – Classified Pay Plan
Workers Comp: 5306 Non-Hazardous