

SNOHOMISH COUNTY JOB DESCRIPTION

DEPUTY DIRECTOR OF COMMUNICATIONS - EXECUTIVE

Spec No. 2362

BASIC FUNCTION

To support the day-to-day functions and tasks of the Executive Office communications team. This position reports directly to the Director of Communications-Executive and serves as a back-up to the director (see job description for Director of Communications-Executive).

STATEMENT OF ESSENTIAL JOB DUTIES

1. Produces daily social media content (text, photo and video); researches and makes recommendations for implementing new forms of social media for use in Executive Office; seeks opportunities to promote county departments and elected offices via approved and established county social media outlets.
2. Manages Executive Office editorial calendar at editorial@snoco.org.
3. Produces news releases, talking points, speeches, resolutions, publications, etc. under the direction of or in partnership with the Director of Communications-Executive
4. Writes and edits communication materials for Executive Office clients, including press releases, newsletters, reports, brochures, special presentations, and other education and outreach materials.
5. Builds and strengthens relationship with local media. Researches and responds to media inquiries; is available for interviews in the absence of or at the direction of the Director of Communications-Executive.
6. Produces content (text, photos, video, etc.) for the Executive Office portion of the county website, and for other departments and elected offices as requested; reviews site for branding and identity standards, metrics and analytics and customer feedback/responses; maintains dynamic and robust home page; produces home page feature articles.
7. Serves as liaison between Executive Office communications team and county Department of Emergency Management.
8. Assists with event planning.
9. Works with Director of Communications-Executive to implement marketing strategies.

STATEMENT OF OTHER JOB DUTIES

12. Performs related duties as assigned by the Director of Communications-Executive, the Executive or the Deputy Executive.

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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, four (4) 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. Previous experience with public projects is preferred. Must pass job related tests.

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;
- financial and project management.

Ability to:

- demonstrate advanced proficiency in one or more communications disciplines;
- 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;
- manage projects through work plan development and implementation, financial management, project evaluation and reporting;
- use a variety of technologic equipment and software.

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SUPERVISION

The employee reports to and receives direction from an Administrative Superior as assigned. 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. Occasional field trips to view projects will be required. Occasional 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 2014

EEO Category: 2 - Professional

Pay Grade: 109 - Management Exempt Pay Plan

Workers Comp: 5306 Non-Hazardous