



COUNTY OF YORK JOB DESCRIPTION
Public Information & Community Relations Manager
Public Information Office
County Administration

Human Resources Department
120 Alexander Hamilton Blvd.
Yorktown, Va. 23690
Phone: 757-890-3687
Fax: 757-890-3699

GENERAL STATEMENT OF JOB

While overseeing the divisions of Public Information and Community Relations and Video Services, the responsibility of the Public Information and Community Relations Manager will be to develop a communications strategy; cultivate and manage a professional communications and community relations division and related operations for the County; maintain and enforce the County's identity, including logos, color schemes and templates for items such as business cards, letterhead, etc.; grow York County's various "owned" communications channels including web, e-newsletters and email blasts, social media, and broadcast and video services; establish and maintain contracts, vendors, and staff that support communications and community relations programs; and track and report performance to County leadership and other constituents. Work is performed under minimal supervision.

ESSENTIAL JOB FUNCTIONS

Communications and Community Relations Strategy:

Develops and implements an integrated strategic communications and marketing plan to advance York County's brand identity; broadens awareness of programs and priorities and increases the visibility of key messages and programs across key stakeholder audiences.

Conducts and/or analyzes stakeholder research to inform the communications and community relations plan. Evaluates the effectiveness of communications and community relations tools and adjusts accordingly.

Identifies challenges and emerging issues faced by the County; gathers input from leadership team and staff to recognize internal and external threats and opportunities and defines and executes appropriate strategies to address them.

Serves as communications, community relations, and community identity counselor to County's leadership team.

Serves as one of the primary external communicators during a crisis.

Identity Building and Message Delivery:

Develops, strengthens, and manages York County's unique and compelling identity.

Ensures the County's identity and image is strong and consistent in all communications and community relations functions.

Operations and Management:

Oversees development of all print and electronic communications channels, including the County’s website, social media, broadcast, and video services. Manages relationships with associated vendors.

Creates templates for staff use; oversees the preparation of talking points, speeches, presentations and other supporting materials.

Oversees the administrative activities of the communications and community relations function including personnel, budgeting, planning, development, and time management.

Serves as a back-up spokesperson on media interactions that promote or impact the organization.

Visionary Leadership and Team Development:

Leads a centralized communications and community relations team and coordinates with a “dotted line” team of decentralized communications and community relations staff in other departments.

Promotes a culture of high performance and continuous improvement that values a commitment to achievement and quality.

Recruits, motivates, and retains a high-performance workforce.

Develops a collaborative staff team using a supportive and open approach.

Establishes and monitors staff performance and development goals, assigns accountabilities, sets objectives, establishes priorities, conducts annual performance evaluations.

ADDITIONAL JOB FUNCTIONS

Performs other related duties as required.

ENTRY KNOWLEDGE, SKILLS, AND ABILITIES

Experience with developing and managing a comprehensive strategic communications, marketing and branding program to advance an organization’s vision and goals.

Excellent writing, editing and verbal communication skills.

Experience in television and multimedia programming and production.

Thorough understanding of traditional and innovative marketing strategies.

Thorough knowledge of the competitive and ever-changing communications and marketing methods for a civic environment.

Ability to focus on efficiency, effectiveness, innovation and continuous improvement with demonstrable results.

Ability to build relationships internally and externally with colleagues, stakeholders and staff.

Ability to interact effectively with people at all levels of the organization.

Accessible and responsive with the ability to provide the highest level of customer service.

A strong track record as an implementer who thrives on managing a variety of key initiatives concurrently.

Ability to perform as a collaborative leader with experience in building and leading a team of communications and marketing professionals.

Excellent judgment and creative problem solving skills, including negotiation and conflict resolution skills.

EDUCATION AND EXPERIENCE

Bachelor's degree in journalism, communications, marketing, or a related field and at least 10 years of well-rounded communications and marketing experience; or any equivalent combination of education and experience which provides the required knowledge, skills, and abilities. A Master's degree is preferred.

SPECIAL REQUIREMENTS

Possession of a valid driver's license issued by the Commonwealth of Virginia.

PHYSICAL & MENTAL STANDARDS NEEDED FOR ESSENTIAL JOB FUNCTIONS

Physical Requirements: Must be physically able to operate a variety of machinery and equipment including automated office equipment such as computers, facsimile machines, copiers, etc. Must be physically able to operate a motor vehicle. Physical demand requirements are those for Sedentary Work.

Data Conception: Requires the ability to compare and/or judge the readily observable, functional, structural or compositional characteristics (whether similar or divergent from obvious standards) of data, people or things.

Interpersonal Communication: Requires the ability of speaking and/or signaling people to convey or exchange information. Includes giving receiving instructions, assignments or directions from superiors, and giving instructions, assignments or directions to others.

Language Ability: Requires the ability to read a variety of reports, letters and memos, literature, etc. Requires the ability to prepare correspondence, news releases, advertising copy, speeches or scripts, etc., using prescribed formats and conforming to all rules of punctuation, grammar, diction, and style. Requires the ability to speak before groups of people with poise, voice control and confidence.

Intelligence: Requires the ability to apply principles of logical or scientific thinking to define problems, collect data, establish facts, and draw valid conclusions; to interpret an extensive variety of technical instructions in mathematical or diagrammatic form; and to deal with several abstract and concrete variables.

Verbal Aptitude: Requires the ability to record and deliver information, to explain procedures, to follow oral and written instructions. Must be able to communicate effectively.

Numerical Aptitude: Requires the ability to utilize mathematical formulas; to add and subtract; multiply and divide; understand and apply the theories of descriptive statistics.

Form/Spatial Aptitude: Requires the ability to inspect items for proper length, width, and shape.

Motor Coordination: Requires the ability to coordinate hands and eyes rapidly and accurately in using office equipment.

Manual Dexterity: Requires the ability to handle a variety of items such as office equipment. Must have minimal levels of eye/hand/foot coordination.

Color Discrimination: Requires the ability to differentiate between colors and shades of color.

Interpersonal Temperament: Requires the ability to deal with people beyond giving and receiving instructions. Must be adaptable to performing under moderate amounts of stress.

Physical Communication: Requires the ability to talk and hear.

Prepared by: _____

Date: _____

Approval: _____