

LINN COUNTY CLASSIFICATION

TITLE: COMMUNICATIONS OFFICER

NUMBER: 083

APPROVAL ORDER NUMBER: 2021-035

PAY RANGE: 18

DATE: FEBRUARY 2, 2021

CATEGORY: MANAGEMENT/EXEMPT

GENERAL STATEMENT OF DUTIES/JOB OBJECTIVES: Performs complex administrative, technical, and professional work to plan and implement a communications and engagement program; provides information to the Board of Commissioners, the media, employees, other agencies, and the public on a broad range of County programs, services, issues, and policies; does related work as required. May perform duties as the Public Information Officer (PIO) in the absence of the County Administrative Officer.

SUPERVISION RECEIVED: Receives direction from the County Administrative Officer who assigns and monitors work and reviews performance.

SUPERVISION EXERCISED: Supervision is not a normal function of this position but incumbent may be required to supervise and manage a specific project team of individuals.

ESSENTIAL FUNCTIONS: A person employed in this classification must possess the capability to perform the following duties to be considered for and remain in this position. The duties are essential functions requiring the critical skills and expertise needed to meet job objectives. Additional specific details of these essential functions may be provided by the specific office or department job announcement, if applicable.

1. Develop and implement a strategic, coordinated approach for creating an effective community outreach program. Create opportunities for citizens to get involved using a variety of strategies and methods.
2. Work with staff to promote awareness and understanding of County services, policies, projects, and issues; works with the Administrative Officer and Department Heads to coordinate responses to citizen requests for information.
3. Assist the Board of Commissioners in communications between the County and public, including preparation and review of promotional materials to ensure a consistent look and message. Coordinate with the Administrative Officer to develop and write operating procedures, policies, and guidelines.
4. Administer the County's online presence including, but not limited to, public and internal websites and social media channels. Provide analysis and oversight to determine effectiveness, performance, and adherence to relevant best practices and policies across the organization.
5. Coordinate the work of department communications representatives to ensure consistency in communications and engagement efforts and alignment with relevant, established policies.

6. Confer with Department Heads, Administrative Officer, and other staff to coordinate and align public information activities across the organization. Review and evaluate published communications of the organization and provide feedback to staff. May research and attend gatherings to obtain items for publication, verify facts, and clarify information.
7. Facilitate and ensure open and clear citizen access to County government. Develop methods and processes by which citizens may provide input and feedback to the County.
8. Actively participate in the expansion of online content and features available to the public to advance County transparency goals and objectives. Promote awareness of the goals, objectives, and activities of the County.
9. Act as a liaison in emergencies between the Emergency Manager, other departments, outside agencies, businesses, and the general public. Help ensure that the public and media are being kept up-to-date. Assists in emergency planning and preparedness activities as requested.
10. Represent the County by responding to the public, citizens, its employees, and others in a prompt, professional, and courteous manner while continuously maintaining a positive customer service demeanor. Regard everyone, internal and external, as a customer and deliver the best service possible in a respectful and patient manner.
11. Attend meetings, training sessions and conferences, as necessary, to advance skills and keep abreast of issues and practices in all areas of responsibility.
12. Develop and maintain effective, harmonious and reasonable work relationships with others.
13. Maintain regular and predictable work attendance.

OTHER FUNCTIONS: This classification covers the most significant essential functions performed by an employee in this position but it does not include other occasional work which may be similar to, related to or a logical assignment of this position. Any one position in this classification may be assigned some or all of the duties listed under essential functions or that arise as other functions. The balance of the various duties, responsibilities and/or assignments of this position may change from time to time based upon management's decisions on how to best allocate resources. Any shift, emphasis or rebalancing does not constitute a change in the essential functions of the job classification.

RECRUITING REQUIREMENTS: (Additional specific details may be provided by the specific office or department job announcement, if applicable).

KNOWLEDGE, SKILLS AND ABILITIES: General knowledge of County public programs and services. Extensive knowledge of communications and publications techniques and practices; and, office automation and computerized word processing.

Skill in operation of multi-line phone system; personal computer including word

processing, spreadsheet, and data base software; copy and fax machines; calculator; and automobile; and, other related tools and equipment. Proficiency with Microsoft Office applications;

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social media tools and platforms; photography and videography equipment and editing tools.

Ability to analyze and interpret complex information; establish and maintain effective working relationships with employees, city officials, the media and the general public; communicate complex issues effectively, orally and in writing, and present a diverse range of material using a variety of media.

EXPERIENCE, EDUCATION AND TRAINING: Graduation from a college or university with a Bachelor's degree in communications, journalism, public administration or a closely related field; six years of progressively responsible work in the field of public communications or any equivalent combination of education and experience.

NECESSARY SPECIAL QUALIFICATIONS: Must possess, or be able to obtain, a valid Oregon motor vehicle operator's license and maintain an acceptable driving record.

PHYSICAL DEMANDS AND WORK ENVIRONMENT: Work is performed indoors and outdoors in all types of weather and in all areas of the County. Work requirements include the ability to frequently sit; talk or hear; walk; use hands to finger; handle or feel objects, tools, or controls; bend; reach with hands and arms and lift or move twenty-five (25) pounds. Specific vision abilities required by this job include close, distance, color and peripheral vision; depth perception and the ability to adjust focus. Manual dexterity and coordination are required to perform the work. This is used while operating equipment such as computer keyboards; calculator and telephones.