



COMMUNICATIONS MANAGER

Department: Communications
Job Class #: 167000
Pay Range: Executive 05

FLSA: Exempt
Represented: No

Classification descriptions are intended to present a descriptive list of the range of duties performed by employees in this class and are not intended to reflect all duties performed within the job.

JOB SUMMARY

The Communications Manager leads a division responsible for developing communication, marketing and media strategies to promote business, inform constituents and establish relationships with community groups.

ESSENTIAL FUNCTIONS:

- Manage all activities of the division including, but not limited to, program management, supervision of assigned employees, contract compliance and budget monitoring.
- Develop communication strategies and plans for significant public issues.
- Assist with problem solving and communicating options during times of crisis.
- Oversee the development of public relations and educational materials, website content and presentations.
- Advise the Director on public relations matters issues through personal contact and written reports.
- Establish and maintain effective working relationships with County officials, employees and the public.
- Perform related duties and projects as assigned.

MINIMUM QUALIFICATIONS:

- Bachelor’s Degree in marketing, communications or closely related field; and,
- 5 to 7 years professional experience in communications, public relations or marketing to include 1 year of supervisory or lead experience is required.
- Additional education and experience which clearly indicates the ability to perform the essential functions of the classification may substitute on a year for year basis.
- Successful completion of a background investigation is required.

PREFERRED KNOWLEDGE, SKILLS & ABILITIES

Knowledge of:

- Considerable knowledge of storytelling, content strategy, public engagement and cross-platform communication.
- Communication and marketing principles, methods and materials; website development and management; graphic design and social media platforms.
- County government functions and programs and the political process.
- Principles and practices of public administration, organization, personnel management and modern supervisory practices.

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Ability to:

- Supervise and evaluate the work of staff.
- Plan and establish goals and objectives.
- Monitor budget.
- To be creative.
- Lead a diverse and inclusive workforce that values and encourages diversity of thought, backgrounds and perspectives.
- Establish and maintain effective working relationships with County officials, employees and the public.
- Think strategically and problem solve.
- Use creative and innovative methods to increase efficiency and effectiveness of departmental operations.
- Effectively communicate, both orally and in writing.

WORK ENVIRONMENT & PHYSICAL REQUIREMENTS:

Duties are normally completed on a regularly scheduled basis in an office environment; attendance at meetings or completion of work outside of normal scheduled hours and the ability to travel to throughout the local region is required. Occasional field work is required. Must be able to operate a personal computer and related equipment.