

**Franklin County Board of Commissioners
Classification Specification & Job Description**

<u>CLASSIFICATION TITLE:</u> Community Relations Manager	<u>CLASS NUMBER:</u> 50110	<u>FLSA:</u> Exempt
<u>AGENCY/DIVISION:</u> Department of Animal Care & Control	<u>JOB TYPE:</u> Full Time, Classified	<u>PROBATION PERIOD:</u> 180
<u>BARGAINING UNIT:</u> Non-Bargaining	<u>PAY GRADE:</u> N15	<u>POSITION CONTROL #:</u> 070031
<u>POSITION LOCATION:</u> 4340 Tamarack Blvd., Columbus, Ohio 43224	<u>TYPICAL WORK SCHEDULE:</u> Shifts Vary	<u>SUPERVISOR (PCN):</u> Director (070001)
<u>JOB TITLE (PCN) OF THOSE DIRECTLY SUPERVISED:</u> Marketing Assistant (070036)		

CLASSIFICATION PURPOSE:

The primary purpose of the Community Relations Manager classification is to promote the department and its key objectives via available means including all forms of media, public relations, website, advertising, community events, community and business relationships, safety and educational programs, internal and external signage, and collateral materials.

JOB DUTIES:

Develop, prepare, proof, and issue news releases and verify the accuracy of information that is on agency website. Keep the public informed of the agency's operations and projects. Generate free media coverage and publicity for events, activities, promotions, campaigns, and other recurring annual recognition events (e.g., education displays, programs, materials, and/or speeches). Identify target markets and success stories, develop, and execute advertising plans, and set up conferences and coordinate arrangements with various media, and pitch stories regularly to the media. Required to handle dogs.

Plan, develop, design, and administer overall public information program for the agency including marketing, customer literature materials, posters, flyers, directional signage, exterior banners, and event signage. Solely responsible for accepting, organizing, prioritizing, and responding to public record requests. Evaluate and schedule off-site and community events and communicate with volunteers. Responsible for the transportation of dogs to and from offsite events via media van. Handle logistics and promotional events. Provide back-up supervision when needed and provide supervision for volunteer staffing, interns, and other staff as needed.

Respond and minimize impact of negative media coverage. Provide desktop publishing layout, design, typeset, and camera-ready and copy for agency print materials. Order and maintain inventory of literature and promotional items. Assist with developing presentations for the annual budget hearing. Create fact sheets for various programs and statistics. Evaluate paid advertising opportunities for the department and allocates available funds. Disseminates shelter donations. Maintain regular and predictable attendance.

These duties are illustrative only and you may perform some or all of these duties or other job-related duties as assigned.

MAJOR WORKER CHARACTERISTICS:

Knowledge of inventory control; employee training and development; supervision; public relations. Skill in equipment operation, personal computers and programs (e.g.: Microsoft and MAC), various mobile devices (e.g.: I-phones, I-pads, tablets, lap-tops, etc.) and various social media venues (e.g. Facebook, Twitter, Instagram, etc.). Ability to define problems, collect data, establish facts, and draw valid conclusions; use statistical analysis; calculate fractions, decimals and percentages; use proper research methods in gathering data; prepare and deliver speeches before specialized audiences and general public; cooperate with coworkers on group projects; handle sensitive inquiries from and contacts with officials and general public.

MINIMUM CLASS QUALIFICATIONS FOR EMPLOYMENT:

Bachelor's degree in marketing, communications, or related field with three (3) years of public relations, marketing, or related experience; or any equivalent combination of training and experience.

Additional Requirements

No special license or certification is required.

Supervisory Responsibilities

Ability to review, plan, and coordinate the work of other employees, to provide instruction to other employees, and to maintain

department standards. Provide written or verbal daily responsibilities and expectations, support, and guidance to subordinate. Divide tasks appropriately among yourself and subordinate (e.g., not all events to be conducted by CRM or MA, take turns working events, evenings, and weekends).

UNUSUAL WORKING CONDITIONS:

May be required to wear personal protective equipment (PPE) to perform duties. May be required to work in inclement weather out of the office. Handling of different sizes/types of dogs. May require bending, stooping, lifting, carrying, twisting, pulling, kneeling, and leashing. This position may be required to work holidays, weekends, overtime, and as necessary be on call.

Acknowledgement of Receipt:

I acknowledge that I have received a copy of my position description and can perform the essential functions of the job duties as described in the position description.

Employee Name

Employee Signature

Date