

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

<b><u>CLASSIFICATION TITLE:</u></b> Assistant Director, Communications	<b><u>CLASS NUMBER:</u></b> 90011.1	<b><u>FLSA:</u></b> Exempt
<b><u>AGENCY/DIVISION:</u></b> Department of Job & Family Services - Northland	<b><u>JOB TYPE:</u></b> Full Time, Unclassified	<b><u>PROBATION PERIOD:</u></b> N/A
<b><u>BARGAINING UNIT:</u></b> Non-Bargaining	<b><u>PAY GRADE:</u></b> N21	<b><u>POSITION CONTROL #:</u></b> 930065
<b><u>POSITION LOCATION:</u></b> 1721 Northland Park Ave., Columbus, OH 43229	<b><u>TYPICAL WORK SCHEDULE:</u></b> Monday – Friday 8:00 AM – 5:00 PM	<b><u>SUPERVISOR (PCN):</u></b> Chief Community Support Services and Partnerships Administrator (930008)
<b><u>JOB TITLE (PCN) OF THOSE DIRECTLY SUPERVISED:</u></b> Administrative Secretary 1 (930066)      Print Shop Operator (930069)      Graphic Designer (930070) Management Analyst 2 (930067)      Public Information Officer 2 (930068, 930082)		

**CLASSIFICATION PURPOSE:**

The primary purpose of the Assistant Director classification is to assist department director with formulating policy and establishing operational procedures. Assist in the preparing of department budget. Supervise one or more department sections or divisions. Represent department and/or director at various functions. Act for department director in their absence.

**JOB DUTIES:**

Assist in the overall administration of Job and Family Services. Assist with defining goals and objectives related to agency wide strategies and initiatives and development of internal policies and procedures related to the delivery of services for the major programs administered by the agency. Provide guidance, direction, and expertise to agency management team and staff. Assist with complex/problem situations, provide administrative and technical expertise, particularly in the areas of public relations and communications.

Provide professional level work in managing media relations and media message for Job and Family Services. Manage media contacts and media campaigns. Respond to media inquiries and questions, including after-hours and weekend media requests. Network with media professionals. Advise and counsel agency executives and employees regarding media relations and interviews. Provide assistance and guidance regarding media contacts and interest, publications and image matters. Assist with complex problem solving and provide technical expertise.

Oversee the planning, directing, development, and administration of the agency communications functions. Direct all public information inclusive of compiling journalism, communication, social media, audio/video and graphic arts design needed for internal and external use to staff and the public to educate and inform on agency programs, benefits, services, operations, and systems. Manage and direct staff and other personnel assigned to the communications team. Maintain working knowledge of agency programs, benefits, services, operations, and systems, including funding and relationship to the programs administered.

Design and write general information publications in a variety of formats. Write, edit, and perform desktop publishing and layout work for agency routine and special publications. Prepare speeches and talking points for agency executives. Coordinate agency speaking engagements for the Director and others. Give presentations to community groups, organizations, schools, and others on behalf of the agency. Initiate and oversee the implementation of collaborations and partnerships with other social service and community agencies. Provide direction for video preparation and camera operation/editing for agency video presentations. Develop and implement agency special projects, fundraising, and staff/community related activities.

Represent the agency at meetings of the Board of Commissioners, administrative meetings, and other external/internal meetings by providing updates, presentations, and historical prospective. Serve as agency spokesperson, where necessary. Develop and direct agency marketing strategies, activities, and public relations activities. Develop, direct, and implement community education activities. Make radio, television, and other appearances to enhance public understanding of agency programs, benefits, services, operations, and systems.

Direct and administer agency printing, duplicating, and copier services. Coordinate external printing of special publications and agency-related materials as needed. Work with agency finance staff to coordinate procurement and distribution of products and services as it relates to communications in the agency. Prepare and execute mass mailings and other large-scale information distributions. 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 budgeting; management; work force planning; human resources development; public relations; agency policy and procedures; interviewing; business. Skill in equipment operation. Ability to understand practical field of study; define problems, collect data, establish facts and draw valid conclusions; deal with some abstract but mostly concrete variables; add, subtract, multiply and divide whole numbers; calculate fractions, decimals and percentages; use statistical analysis; read simple sentences with common vocabulary; comprehend simple sentences with common vocabulary; originate routine business letters reflecting standard procedures; prepare meaningful, concise and accurate reports; use proper research methods in gathering data; prepare and deliver speeches before specialized audiences; work alone on most tasks; handle sensitive inquiries from and contacts with officials and general public; establish friendly atmosphere as division or large section chief ; resolve complaints from angry citizens and government officials.

**MINIMUM CLASS QUALIFICATIONS FOR EMPLOYMENT:**

Any equivalent combination of relevant training and experience including but not limited to: Bachelor's degree in marketing, public relations, communications, or related field and six (6) years of progressively responsible management experience in marketing, public relations or communications in a government setting.

**Additional Requirements**

Must meet background check requirements. Must maintain a valid Ohio driver's license.

**Supervisory Responsibilities**

Ability to function in a managerial capacity for one or more department sections or divisions. Includes the ability to make decisions on procedural and technical levels.

**UNUSUAL WORKING CONDITIONS:**

This is an unclassified position that serves at the pleasure of the Board of Commissioners.

**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