

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

<u>CLASSIFICATION TITLE:</u> Communications Manager	<u>CLASS NUMBER:</u> 50109	<u>FLSA:</u> Exempt
<u>AGENCY/DIVISION:</u> Office on Aging	<u>JOB TYPE:</u> Full Time, Classified	<u>PROBATION PERIOD:</u> 180
<u>BARGAINING UNIT:</u> Non-Bargaining	<u>PAY GRADE:</u> N14	<u>POSITION CONTROL #:</u> 111400
<u>POSITION LOCATION:</u> 280 E. Broad St., 3rd FL., Columbus, OH 43215	<u>TYPICAL WORK SCHEDULE:</u> Monday – Friday 8:00 AM – 5:00 PM	<u>SUPERVISOR (PCN):</u> Director (111000)
<u>JOB TITLE (PCN) OF THOSE DIRECTLY SUPERVISED:</u> Communications Assistant (111401)		

CLASSIFICATION PURPOSE:

The primary purpose of the Communications Manager classification is to plan, manage, and interact with local organizations, civic groups, and churches through community outreach in order to provide educational information, health screenings, and consultation services as well as to increase public awareness by promoting the activities, program, resources, and services available through the agency to older adults and their families, employers, businesses, and the media.

JOB DUTIES:

Plan, develop, and implement public information programs. Monitor daily news for current trends, problems and progress in areas of interest to the agency. Prepare and issue news releases. Represent the agency as media buyer to negotiate agreements to purchase advertising time/space. Collaborate with production companies to budget and create agency audio-visual presentations. Assist with policy development. Maintain reports, clippings and other materials necessary to measure quantitative and qualitative progress of communication efforts. Manage a countywide outreach program designed to respond to requests from public for speeches and/or presentation and exhibits. Prepare and delivers speeches for community and or government forms. Stock educational displays for health fairs, conferences, and community meetings. Develop educational programs, workshops, and conferences. Coordinate special events.

Research, write, edit, and design printed materials. Collaborate with printing companies to budget and print large volume of printed materials. Collaborate with IT Manager in design/content of agency website to make it accessible to target users. Represent the agency in informational liaison capacity. Serve as contact with media and the government. Respond to sensitive and general written inquiries and telephone requests for information from the media and the public.

Design display advertisements for publications using appropriate computer software. Design, write, type, and edit newsletters using appropriate computer software. Design and prepare multimedia presentations using appropriate computer software. 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; public relations; agency policy and procedures; government structure and process. Skill in word processing; equipment operation. Ability to define problems, collect data, establish facts and draw valid conclusions; interpret extensive variety of technical material in books, journals and manuals; maintain accurate records; understand manuals and verbal instructions, technical in nature; prepare meaningful, concise and accurate reports; use proper research methods in gathering data; prepare and deliver speeches before specialized audiences and general public; originate and/or edit articles for publication; gather, collate and classify information about data, people or things; handle sensitive inquiries from and contacts with officials and general public.

MINIMUM CLASS QUALIFICATIONS FOR EMPLOYMENT:

Any equivalent combination of relevant training and experience including but not limited to: Bachelor’s degree in journalism, public relations, communications, or related field with three (3) years of journalism, public relations, communications, or related experience.

Additional Requirements

No special license or certification is required.

Supervisory Responsibilities

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

department standards, to recommend the discipline or discharge of other employees, to act on employee problems, and to recommend and approve the transfer, promotion, or salary increase of other employees.

UNUSUAL WORKING CONDITIONS:

N/A

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