

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

<u>CLASSIFICATION TITLE:</u> Deputy Director, Communications	<u>CLASS NUMBER:</u> 90004	<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> N20	<u>POSITION CONTROL #:</u> 110106
<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 (110001)
<u>JOB TITLE (PCN) OF THOSE DIRECTLY SUPERVISED:</u> Public Information Officer 2 (110020)		

CLASSIFICATION PURPOSE:

The primary purpose of the Deputy Director classification is to assist the director with defining departmental goals and objectives. Develop policies and procedures. Assist in the preparing department budget. Supervise assigned staff in one or more major department sections or divisions.

JOB DUTIES:

Plan, direct, develop, and administer the overall 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 regarding 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.

Develop, prepare, and issue news releases and other forms of communication to inform the public of agency programs, benefits, services, operations, and systems. Respond to all media inquiries related to the agency and serve as the agency’s 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. Design and write general information publications in a variety of formats. Write, edit, and perform desktop publishing and layout work for the agency annual report and other routine and special publications. Provide direction for hands-on video preparation. Provide camera operation/editing for agency video presentations.

Prepare speeches and talking points for agency executives and give presentations to community groups, organizations, schools, and others on behalf of the agency. Create press releases, marketing materials, newsletters, public service announcements and other correspondence and informational materials. Coordinate agency speaking engagements for the Director and others. Initiate and oversee the implementation of collaborations and partnerships with other social service and community agencies. 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. Prepare explanations of potential expenditures related to contracts and budget appropriation adjustments and prepare agency budget testimony. 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.

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; employee development; supervision; public relations; human relations; agency policy and procedures; government structure and process; counseling; business; Skill in word-processing; equipment operation; Ability to define problems; collect data, establish facts and draw valid conclusions; comprehend and record figures accurately; add, subtract, multiply and divide whole numbers; calculate fractions, decimals and percentages; use statistical analysis; complete routine

forms; maintain accurate records; interview job applicants effectively; 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; establish friendly atmosphere as supervisor of work unit; handle sensitive inquiries from and contacts with officials and general public; resolve complaints from angry citizens and government officials.

MINIMUM CLASS QUALIFICATIONS FOR EMPLOYMENT:

Bachelor's degree in marketing, public relations, communications, or related field and five (5) years of progressively responsible management experience in marketing, public relations, or communications in a government setting; or any equivalent combination of training and experience.

Additional Requirements

Must meet background check requirements.

Supervisory Responsibilities

Ability to assign, review, plan, and coordinate the work of other employee, to provide instruction to other employees, to maintain department standards, to recommend the discipline or discharge of other employees, and to act on employee problems.

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