

**CAMPBELL COUNTY FISCAL COURT  
POSITION DESCRIPTION**



<b>Position Title:</b>	Communications and Public Outreach Coordinator
<b>Department:</b>	Administration
<b>Reports To:</b>	Economic and Community Development Director
<b>FLSA Status:</b>	Exempt, salary
<b>Employment Status:</b>	Full Time – 80 hours biweekly
<b>Pay Grade:</b>	5

**SUMMARY:**

The Communications and Public Outreach Coordinator implements communications programs and strategies that enhance the exchange of information between Campbell County government and residents and employees of Campbell County through the creation and distribution of graphics, flyers, news releases and related content and through attendance at public events and meetings.

**ESSENTIAL FUNCTIONS AND RESPONSIBILITIES:** includes, but are not limited to:

- Develops, produces, and manages from concept to completion, electronic and digital media, news releases, print and electronic publications for both internal and external communications, county social media channels, employee and resident newsletters, county website, and other printed materials;
- Regularly reviews the content on the internal and external websites and works in coordination with Information Technology staff to manage content ensuring accuracy, timeliness, brand compliance and ease of access to information;
- Assists Administration and IT with efforts to enhance county web presence by initiating online programs and electronic processes, as well as monitoring and posting to social media accounts;
- Designs and produces visual content for various communication channels, including infographics, brochures, and social media graphics;
- Serves as the digital newsletter administrator and as an administrator on County social media channels;
- Responsible for County brand and logo usage, including monitoring department compliance;
- Assists with the coordination of the annual Campbell County Citizens' Academy and may lead, attend and/or promote other internal and external special events and functions;
- Monitors and maintains the informational materials in the Administration Building lobby, front lobby kiosk content and produces signage for Administration Building and other county departments as needed;
- Develops and implements communication strategies for crisis situations, ensuring timely and accurate information dissemination;
- Facilitates community and employee feedback through design and use of various survey tools;
- Uses analytics to maximize effectiveness of digital content and to provide feedback to county administration;
- Takes professional photographs for branding purposes, edits images to ensure high quality, and manages digital photo library for use in various county communications; Creates videography and oversees the arrangement of photography and/or press coverage for special events as needed;
- Works with Human Resources to produce and distribute the monthly employee newsletter and coordinates the Employee Apparel Program;
- May serve on internal and external committees including employee engagement committee;
- Assists with grant writing as needed;
- Researches, develops and implements special projects for the Administration Department; and
- Assumes other duties/responsibilities of coworkers and performs other duties as assigned.

**QUALIFICATIONS (KNOWLEDGE, SKILLS, AND ABILITIES):**

- Excellent writing/editing skills, experience managing web and social media content and media relations;
- Extensive knowledge of social media platforms, web-based applications and outlets, graphic design tools, video and photo editing, and web design tools;
- Ability to translate technical processes and information into easy-to-understand messaging;
- Ability to interact tactfully and maintain effective working relationships with elected officials, peers and members of the public;
- Ability to plan and budget for long term projects;
- Excellent communication and interpersonal skills (i.e. ability to respond to sensitive inquiries or complaints from residents, regulatory agencies, business community members and/or the general public) and ability to write reports and business correspondence;
- Ability to read, analyze, and interpret a variety of complex and technical information, instructions, policies, procedures, professional publications, government regulations, financial reports, and legal documents; and
- Willingness and ability to maintain strict confidentiality.

**EDUCATION AND EXPERIENCE:**

Bachelor’s degree from an accredited college or university in communications, English, journalism, graphic design/marketing, public or business administration or related field plus three years of direct experience in similar position; or equivalent combination of education and experience.

**NECESSARY SPECIAL REQUIREMENTS:**

Possession of a valid Driver’s License, reliable transportation and willingness to work a flexible schedule.

My signature below signifies that I have reviewed and understand the contents of the position description. I am aware of the requirements of the positions, and will perform to the best of my ability, the job duties and requirements specified in this position description.

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Employee Signature \_\_\_\_\_ Date \_\_\_\_\_

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Supervisor Signature \_\_\_\_\_ Date \_\_\_\_\_