

**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> Board of Commissioners	<u>JOB TYPE:</u> Full Time, Unclassified	<u>PROBATION PERIOD:</u> N/A
<u>BARGAINING UNIT:</u> Non-Bargaining	<u>PAY GRADE:</u> N15	<u>POSITION CONTROL #:</u> 010050
<u>POSITION LOCATION:</u> 373 S. High St.	<u>TYPICAL WORK SCHEDULE:</u> Varies	<u>SUPERVISOR (PCN):</u> Director, Public Affairs (010024)
<u>JOB TITLE (PCN) OF THOSE DIRECTLY SUPERVISED:</u> Community Relations Specialist (010047, 010048, 010049)		

CLASSIFICATION PURPOSE:

The primary purpose of the Community Relations Manager classification is to promote Franklin County and the Board of Commissioners 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:

Plan, develop, design, and administer overall public information program for Franklin County Board of Commissioners and the downtown Franklin County Government Complex including wayfinding, marketing, customer literature materials, posters, flyers, directional signage, exterior banners, and event signage. Evaluate and schedule on-site, off-site and other community events and communicate with agency liaisons, volunteers, community partners, vendors, and the public. Handle logistics of promotional events as needed. Ensure all relevant safety and security protocols are followed. Provide supervision for assigned staff, volunteers, and interns.

Develop, prepare, proof, and issue news releases and other forms of communication for the public and visitors to County facilities. Keep the public informed of the County's operations and projects. Generate free media coverage and publicity for events, activities, promotions, campaigns, and other recurring 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.

Order and maintain inventory of literature and promotional items. Assist with developing presentations and other public events. Perform customer service functions as needed for the public and others. Create fact sheets for various programs and statistics. Evaluate paid advertising opportunities and allocate available funds. Maintain regular and predictable attendance. This position requires regular and consistent in-person 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; answer routine inquiries from the public and others; and resolve complaints and/or concerns from the public and others.

MINIMUM CLASS QUALIFICATIONS FOR EMPLOYMENT:

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

UNUSUAL WORKING CONDITIONS:

This position may be required to work evenings and weekends. The position may involve walking and standing for extended periods of time. 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