

Classification Specification
COMMUNICATIONS & OUTREACH SPECIALIST III

Date Prepared: October 2016

FLSA Status: Exempt

Date Revised:

SERIES CONCEPT

The Communications and Outreach Specialist III is the highest-level classification of the Communications and Outreach Specialist series, which includes Communications and Outreach Specialist I, II, and III.

GENERAL DESCRIPTION

Responsibilities include agency communication and outreach activities, including coordinating with media, developing outreach strategies, and managing agency outreach and communications content.

Works in a team setting with agency administrative staff to support overall agency administrative functions.

ESSENTIAL JOB FUNCTIONS

May perform any of the tasks under the Communications and Outreach Specialist II and I or Office Specialist.

- Develops and implements agency public participation and outreach strategy; coordinates and performs outreach research and analysis.
- Works with the Executive Management Team to maintain oversight of communication and website standards, policies, and protocols
- Researches, writes, and edits copy for press releases, web pages, video features, newsletters, speeches, promotional materials, presentations, and informational brochures and publications.
- Manages the content and design of agency website.
- Monitors the overall effectiveness of the agency website and social media, and suggests strategies for improvement.
- Organizes and conducts trainings on social media and website posting for agency staff.
- Develops agency style guide to maintain a consistent writing style and voice across agency documents and web pages.

OTHER JOB FUNCTIONS

Performs other related duties as assigned.

DISTINGUISHING FEATURES

Positions assigned to the Communications and Outreach Specialist III classification are distinguished by their management of the agencies website, social media, and outreach activities.

WORKING CONDITIONS

Work is generally performed indoors in an office environment. Must maintain a level of physical and mental fitness necessary to perform the essential functions of the position.

EDUCATION AND EXPERIENCE

EXPERIENCE – MINIMUM:

Three years of relevant experience in communications, public relations, journalism, electronic multimedia, or related fields. One year of project management experience.

EDUCATION – MINIMUM:

Bachelor's degree with major course work in communications, public relations, journalism, electronic multimedia, or related fields.

OR SUBSTITUTING

Any demonstrated combination of experience and education, which provides the applicant with the applicable knowledge and abilities.

KNOWLEDGE AND ABILITIES

Knowledge of:

- Public participation principles and practices.
- Content Management Systems.
- Public relations principles.
- Web programming languages, such as HTML and CSS.
- Communications principles.
- Advanced website and social media principles.
- Microsoft Office and Adobe software for document, spreadsheet, and presentation preparation.
- Adobe Design Premium programs for graphic design, document production, .pdf manipulation and web design.
- Basic and advanced writing skills to create press releases, PSA's, and other documents.
- Photo/video design, production, and editing software.
- Basic and advanced graphic design principles and the use of graphic tools, techniques, and mediums including computer hardware/software, digital, and video cameras.
- Principles and best practices of effective project management

Ability to:

- Establish and maintain effective working relationships.
- Work cooperatively with others as a member of a service-oriented team.
- Exercise independent judgement.
- Set priorities and meet strict deadlines.
- Maintain attention to numerous individuals or detailed information for prolonged periods of time.
- Communicate effectively, orally, and in writing.
- Use graphic art and website production equipment such as computers, scanners, printers, copiers, digital cameras, video cameras, and their appropriate software applications.
- Plan, coordinate, and monitor activities and projects.
- Employ outstanding organizational, coordination, and public-service skills.
- Provide excellent customer service to both interior and exterior customers.

SPECIAL REQUIREMENTS

May be required to staff events or booths, which may include weekends or evenings.

LICENSES/CERTIFICATES

A current Washington State Driver's License may be required.