



CLASS SPECIFICATION

Class Code: 60019276
Date Established: 07/2023
Last Reviewed:
Last Revised:
Last Title Change:
FLSA: exempt
Probation: 12 months

DIGITAL COMMUNICATIONS AND ACCESSIBILITY MANAGER

DEFINITION

Under general direction, manages, plans, and coordinates Washoe County's web accessibility strategy, certification, and compliance; oversees all external and internal digital assets, website performance, print management, and branding strategies; and performs related work as required.

EXPERIENCE AND TRAINING REQUIREMENTS

Three years of full-time program or project management experience in digital accessibility, digital communications, or organizational communications AND a bachelor's degree from an accredited college or university in public administration, journalism, marketing, public relations, communications, or a closely related field; OR an equivalent combination of training and experience.

LICENSE OR CERTIFICATE

A valid driver's license is required at the time of application and must be maintained for continued employment in this classification.

SUPERVISION EXERCISED

Exercises direct supervision.

EXAMPLES OF DUTIES *(The following is used as a partial description and is not restrictive as to duties required.)*

Oversee compliance of Washoe County's digital and web-based site accessibility standards in compliance with the Americans with Disabilities Act (ADA) and other federally required standards; ensure all sites are consistent and comply with county policy, branding, design, and communications strategies and standards.

Develop and maintain the County's external website, develop templates and best practice standards for department website content users, ensure compliance of County website content and pages with County standards and policy, analyze the effectiveness of content and layout, recommend improvements, develop and manage content delivery; ensure the functionality of the external and internal websites; evaluate and manage website performance and facilitate website content updates.

Manage content of all internal communications channels; collaborate with department heads on internal communication strategies to improve retention and engagement while supporting organizational culture, strategic planning goals, and objectives.

Supervise assigned staff, which includes staff selection; assigning, scheduling, and reviewing work; providing training in proper work methods and procedures; providing professional development, coaching, and mentoring; writing performance evaluations; and implementing discipline and conflict resolution procedures when necessary.

Conduct research on best practices, analyze data, compile reports involving all aspects of assigned areas to identify and determine the causes of current and potential issues and opportunities for advancement; develop and present recommendations for improving policies, processes and practices in areas of responsibility.

Oversee print management services which serve as the intermediary between Washoe County departments and external professional print vendors to provide the best possible outcomes and pricing for departments.

Coordinate internal communications plans for Washoe County's crisis management and emergency response including Emergency Operations Center (EOC) activation.

Oversee professional services vendor relationships; gather competitive estimates, manage contracts for services. approve project criteria, production efforts, and deadlines.

Plan and administer the annual operating budget for area of responsibility, justifying expenditures and maintaining proper expenditure control for authorized budget allocations during a fiscal year.

Ensure that assigned personnel perform duties and responsibilities in a safe and prudent manner that does not expose them or others to unnecessary harm or risk of on-the-job injury.

JOB RELATED AND ESSENTIAL QUALIFICATIONS

Full Performance Level *(These may be acquired on the job and are needed to perform the work assigned.)*

Knowledge of:

Department/division policies and procedures.

Organizational structure of Washoe County including communication strategies and initiatives of various County departments and the relation to overall County communications and branding.

National and international digital accessibility standards such as WCAG 2.1 AA and Title II of the ADA.

Countywide personnel policies such as sexual harassment, discrimination, ADA, and EEO.

Budget development and administration.

Computer software specific to assigned department/division.

Ability to:

Plan, coordinate and manage the delivery of a variety of digital communication functions, projects and initiatives to accomplish established goals and objectives.

Select, supervise, and evaluate the performance of assigned staff.

Effectively represent the operations and functions of assigned areas to staff, management, elected officials, the public, community organizations, and other agencies.

Entry Level *(Applicants will be screened for possession of these through written, oral, performance, or other evaluation methods.)*

Knowledge of:

Components of an effective communications program, including communication strategies, branding, promotion, and organizational effectiveness.

Digital accessibility standards, website development, content-management systems, basic content design, and website-governance practices.

Principles and practices of effective quality control measures for all communications.

High impact and dynamic promotional techniques and marketing methods.

Principles and practices of effective supervision including leadership, motivation, development, team building, conflict resolution, employee training, performance evaluation, and discipline.

Ability to:

Evaluate organizational materials to ensure consistent and professional messaging and comply with Washoe County branding standards.

Identify emerging digital communication trends and adapt communication tools to optimize Washoe County's digital presence.

Analyze data/information/situations, project consequences of proposed actions, formulate alternative solutions and make appropriate responses or recommendations.

Evaluate work priorities, procedures, and processes to determine their effectiveness and efficiency.

Write and/or compile clear, concise, and accurate reports, guides, and other written materials.

Communicate effectively, both verbally and in writing.

Establish, foster, and maintain effective and collaborative working relationships with all those contacted in the course of work.

SPECIAL REQUIREMENTS *(Essential duties require the following physical skills and work environment.)*

Ability to work in a professional office environment. Ability to lift and move objects weighing up to 25 lbs. Ability to use cameras, video cameras, projectors, audio/video equipment, computers, telephones, printers, and copiers.

This class specification is used for classification, recruitment, and examination purposes. It is not to be considered a substitute for work performance standards.