



Class Code: 60019301
Date Established: 07/2023
Last Reviewed:
Last Revised:
Last Title Change:
FLSA: non-exempt
Probation: 12 months

CLASS SPECIFICATION

MEDIA AND COMMUNICATIONS SUPPORT SPECIALIST

DEFINITION

Under general supervision, develops and distributes content that fosters good will, trust, and transparency with the public for Washoe County; and performs related work as required.

EXPERIENCE AND TRAINING REQUIREMENTS

Two years of full-time experience writing, producing and/or disseminating content including social media, video, photography, print material, graphic design, audio, digital and website media OR an equivalent combination of training and experience. An associate degree from an accredited college or university in journalism, communications, or a closely related field can substitute up to half of the required experience.

LICENSE OR CERTIFICATE

A valid driver's license is required at the time of appointment.

SUPERVISION EXERCISED

Exercises no supervision.

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

Develop, compose, and produce public information videos and social media posts on Countywide activities, initiatives, and programs for a variety of social media platforms.

Serve as spokesperson and resource for information; respond to a variety of inquiries from staff, the media, outside agencies, community groups or the public, providing information or directing questions to appropriate staff to promote positive public/media relations and create cooperative working relationships.

Foster positive public/media relations by working with department subject matter experts to notify the media of newsworthy events, providing pertinent information in a timely manner and discuss potential articles or radio/TV/social media stories; engages in social media listening and marketing.

Serve as liaison with the public, other government entities, partnering agencies, community groups and the media.

Create and maintain a content calendar for the county's social media platforms.

Consult with department subject matter experts on integrated communications plans.

Attend events and meetings that require coverage on County's social media platforms.

Provide administrative support to department subject matter experts, to include data entry, answering telephones, creating flyers, newsletters, and other documents.

Create digital or print assets using graphic design programs as needed.

JOB RELATED AND ESSENTIAL QUALIFICATIONS

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

Knowledge of:

Organizational structure of Washoe County.

Washoe County and department policies, practices, and procedures.

Software, programs, and social platforms specific to the area(s) of assignment.

Best practices in social media and communications.

Target audiences for County communications.

Public meetings and open meeting law requirements.

Ability to:

Operate equipment specific to area(s) of assignment.

Design digital assets using graphic design programs.

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

Knowledge of:

Media production, communication, and dissemination techniques.

Social media, video, photography, graphic design, digital and print media.

Video footage review and approval techniques.

Ability to:

Coordinate and prioritize workload.

Maintain confidential data and information.

Exercise sound judgment and make timely, reasonable decisions.

Create and edit social-ready videos.

Utilize mobile and desktop technology for function of this position.

Write succinct yet creative social copy.

Communicate clearly and concisely, orally and in writing, tailoring the message to the target audience.

Communicate effectively with news media and appear on camera as needed.

Use social media, video, photography, graphic design, digital and print media for messaging.

Use various technology platforms and a variety of software packages, including Microsoft Office programs, and desktop publishing.

Interpret and apply regulations, policies, and procedures.

Establish, maintain, and foster effective and cooperative 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, audio/video equipment, computers, telephones, printers, copiers, and FAX machines.

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