



CLASS SPECIFICATION FOR:

Director of Public Relations and Media Services

General Statement of Duties:

Develops and administers a positive public relations program for the County; provides oversight to government access channel, Henrico County Television (HCTV); and manages/coordinates the activities of the Office of Public Relations and Media Services; does related work as required.

Distinguishing Features of Class:

This is an important public relations professional and managerial position involving the responsibility for effectively informing the public and customers of County governmental activities in a simplified manner. The work is performed under the general direction of the County Manager. The incumbent provides consultation services to and may exercise staff supervision over the public relations activities of operating departments in the County.

Examples of Assigned Duties (*illustrative of the types and scope of duties and responsibilities assigned to positions in this class*):

- Manages and coordinates the public information and community relations functions of the County;
- Provides input, expertise and consultation services in the areas of public relations, marketing and media relations to County elected and appointed officials, departments and staff;
- Provides strategic and technical assistance to the Board and the County Manager relating to all aspects of public relations and the dissemination of public information;
- Provides support and information to County departments to ensure that managers and appropriate staff are informed of and involved in public relations activities;
- Creates and conducts original, tailored media training courses to senior County Officials;
- Serves as primary County liaison to the media and oversees and manages communications to the public, including the local press, radio and television media, social media and the County's cable channels;
- Oversees design and daily content/information updates of the County's website homepage;
- Oversees and manages the development, writing, design, production, editing and distribution of County television and video programs and projects;
- Oversees operations, programming, video production and video services staff of government access channel, HCTV;
- Oversees live Internet streaming production of all Board of Supervisors meetings;
- Serves as on-air personality for HCTV, hosting quarterly programs, daily promotional spots, station I.D.s, and appearing in other productions as necessary;
- Manages programming for elected and appointed officials, departments and the general public;
- Writes speeches, prepares correspondence and conducts research for the Board of Supervisors and the County Manager;
- Oversees and coordinates the dissemination of accurate and timely information regarding County government to County residents, press, radio, television, other governmental agencies, students and others;
- Conducts research to provide basic information to be used by all County agencies in responding to general inquiries by the press, radio, television and the general public;
- Manages the development and implementation or presentation of comprehensive informational programs such as bond referenda, news releases and news conferences;
- Gives presentations before civic groups, state and regional organizations and other groups as requested and as assigned;
- Serves as the County's liaison to the Virginia Film Office by overseeing and coordinating County involvement in film production;
- Serves as the media representative to the County's Local Emergency Planning committee;
- Oversees and staffs 24-hour media and informational operations during local emergencies;
- Develops and manages departmental budget;
- Oversees the gathering, editing and compiling of information pertaining to the operations, history and activities of the County government;
- Plans special events and programs for the County Manager, Board of Supervisors, department heads and key officials;
- Ensures that photographs of Board meeting highlights, swearing in activities and various County events are taken and appropriately distributed to the Board, media and others;



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- May serve as member on job- or position-related advisory boards;
- Publishes County annual reports and other periodic and special reports, projects that involve determining scope and content;
- Oversees all maintenance and support of audio visual and technical equipment in the Training Center, Emergency Operations Center, County Manager's Conference Room and the Board of Supervisor's Auditorium;
- Conducts correspondence with County residents and other persons who ask questions about Henrico's form of government and County activities;
- Performs related work as assigned.

Required Knowledge, Skills and Abilities:

Extensive knowledge of modern principles and practices of public relations as applied to local government; considerable knowledge of local and regional public relations media, including press, radio, and television; knowledge of basic television production and broadcast processes and techniques; proven skill in writing and editing; extensive knowledge of publication development and printing and of photography and videography; considerable knowledge of executive management principles and practices; proven budget preparation and management skills; considerable skill in developing marketing plans and strategies; proven ability to work effectively, proactively and diplomatically with appointed/elected officials concerning politically charged issues and concerns; demonstrated ability to speak effectively before civic and other public groups; ability to conduct effective long-range planning and to effect and implement organizational development and change; ability to independently conduct research in a wide range of subjects; ability to effectively supervise and to serve as a leader and role model to the staff of the agency; ability to establish and maintain good working relationships with the media, citizens and the staffs of County agencies; good professional judgment; tact.

Minimum Education and Experience:

Education: Four (4) year degree in public relations, mass communications, journalism or other relevant field;

Experience: Five (5) years of progressively responsible experience in public relations, three (3) years of which must have been in a supervisory or managerial position;

OR: Any equivalent combination of experience and training which provides the required knowledge, skills and abilities.

Additional Requirements:

NOTE: Effective 4/1/2009 County Ordinance 1128 requires a criminal history record check and fingerprinting of all employees in authorized and hourly safety sensitive positions.

- The Director of Public Relations and Media Services or designee is required to be physically on duty in the Emergency Operations Center whenever it is activated.