



CLASS SPECIFICATION FOR:

Public Relations Specialist

General Statement of Duties:

Assists County agencies and representatives in developing and implementing positive public relations programs; does related work as required.

Distinguishing Features of Class:

The incumbent in this class works closely with County officials and agencies in developing photographic and publication materials designed to serve their public relations and communication needs. The incumbent receives general supervision from the Assistant Director of Public Relations and Media Services.

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

- Consults with and advises County agencies and officials on their photographic needs and on special events;
- Develops and designs programs and materials to meet the communications needs of County agencies, the County Manager and the Board of Supervisors;
- Photographs County and Board of Supervisors events, department heads and key officials, and various location settings for the County's annual report and other publications;
- Responds to photographic requests from the County Manager's office, agencies, and the media;
- Completes photographic assignments for and assists with video productions in the television studio;
- Acts as back-up Webmaster, making daily updates and occasional redesigns of the Public Relations and Media Services' website and intranet site, posting news releases, public service announcements, and other relevant public information;
- Creates bulletin board photography, title page graphics and other components for HCTV;
- Serves as back-up AV support for Board Room and Conference Room presentation equipment;
- Creates brochures and presentations, and designs the County's annual report, Henrico Today, telephone directory and other publications;
- Researches various topics as requested;
- Performs other duties as assigned.

Required Knowledge, Skills and Abilities:

Considerable knowledge of positive public relations, photography processes, techniques and equipment; considerable knowledge of desktop publishing software and of design principles and standards, printing procedures and art direction; ability to use state-of-the-art photographic equipment to shoot a wide variety of subjects in both indoor and outdoor settings; ability to prepare a variety of publications and other media; excellent photography skills; excellent graphic design skills; ability to effectively coordinate activities with multiple agencies; ability to establish and maintain effective and cooperative working relationships with other employees and representatives of County departments and agencies; the ability to independently plan, coordinate and carry through to completion a variety of projects; physical condition that permits the activities necessary and inherent to assigned photographic and other related assigned duties at all types of locations Countywide; personal accountability including teamwork and establishing and maintaining positive relationships with stakeholders, customers and colleagues; ability to work independently; excellent customer service skills; tact; and courtesy. Must be able to positively and appropriately represent the County in all assignments. May require the ability to work a flexible schedule with the ability for assignments Countywide and in the Richmond region.



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Minimum Education and Experience:

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

Experience: Three (3) years of relevant public relations work experience;

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.

NOTE: All employees are required to successfully complete National Incident Management System (NIMS) Incident Command System (ICS) 700 (Introduction) training. Successful completion of additional NIMS ICS training courses may be required based on the job classification, level of responsibility, and department. Please refer to Fire's Intranet site for a list of NIMS ICS requirements by job classification.

- May require a valid driver's license.