



CLASS SPECIFICATION FOR:
Senior Public Relations Specialist

General Statement of Duties:

Creates a positive public image for the County through various forms of media by research, writing, and editing news releases, public service announcements, publications and television program scripts; does related work as required.

Distinguishing Features of Class:

An incumbent in this class works closely with County officials and agencies in developing professional news and information materials to inform the public. The incumbent also assists in the Department of Public Relations and Media Services and other County agencies in all aspects of crisis communications, media relations, public relations, public awareness campaigns, special projects, television production and publications management. The incumbent may serve as a lead worker and/or supervise other Public Relations Specialist while receiving general supervision from the Assistant Director or 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 public relations concerns and on special events;
- Develops programs and materials to meet the communications needs of County agencies, the County Manager, and the Board of Supervisors;
- Research, write, and edit news releases, public service announcements, the county's annual report, departmental publications, and HCTV Channel 17 scripts and bulletins for dissemination to the media, public, and all levels of county staff;
- Creates brochures, presentations and various County publications and documents;
- Serves as part of the Emergency Response Team representing Public Relations and Media Services, to include being physically on duty in the event the Emergency Operations Center is activated;
- May review the work of and serve as lead to other Public Relations Specialists;
- Performs related work as assigned.

Required Knowledge, Skills and Abilities:

Extensive knowledge of public relations and media relations practices and techniques; extensive knowledge of English language, grammar, and professional writing including Associated Press style; ability to effectively communicate with the media in crisis situations; ability to present ideas concisely and effectively both orally and in writing; strong public speaking; demonstrated ability to prepare a variety of publications and other media; 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 special events, programs and projects.

Minimum Education and Experience:

Education: Possession of a bachelor's degree in journalism, public relations, communications, film and television production or a related field;

Experience: Four (4) years of public information 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.

Any additional licensure and certification here.

Possession of a valid driver's license issued by the State of Virginia.

G.B.B.0097

Career Code:

Date of last Revision: 21-Nov-2011