



COMMUNICATIONS MANAGER – PROSECUTING ATTORNEY

Department: Prosecuting Attorney
Job Class: 238500
Pay Range: Professional 09 (Salaried)

FLSA: Exempt
Bargaining Unit: N/A

Classification descriptions are intended to present a descriptive list of the range of duties performed by employees in the class. Classification descriptions are **not** intended to reflect all duties performed within the job.

GENERAL FUNCTION: This is highly responsible, complex administrative and management work in the Pierce County Prosecuting Attorney’s Office. The Communications Manager is responsible for the development of the Prosecutor’s Office communications strategies for both internal and external audiences and works side by side with top level managers. This classification is responsible for representing the office as a contact for media sources and other community groups regarding the work of the Prosecutor’s Office including high profile crimes and other complex matters involving public safety. Proactively ensures the Prosecuting Attorney and other deputy prosecutors are prepared for all media contacts. Designs, develops, and presents educational and publicity campaigns and develops relationships with various forms of media sources and community groups. Work in this classification involves considerable use of independent judgment in analyzing issues and making recommendations or acting on behalf of the office. This position exercises a high degree of autonomy and independence to apply specialized knowledge in public relations, graphic arts, and website development.

ESSENTIAL FUNCTIONS:

- Serve as an integral member of the Prosecutor’s Office Leadership Team and participates in developing long-range strategic planning for the Office as a whole.
- Acts as the principal spokesperson for the Prosecutor’s Office and manage all media inquiries including critical or sensitive requests, matters involving high profile crimes and other complex public safety concerns. This includes managing crisis communications in-person and online.
- Works collaboratively with the Prosecutor’s Office leadership team to understand the vision and develop strategies to effectively communicate to both internal and external audiences.
- Executes and leads a comprehensive strategic communications plan for the Office, including internal and external communications, which align with the overall vision. This includes championing the creation of innovative content that dynamically captures the Office’s work.
- Develops ideas, strategies, and pitch positive stories that promote awareness of the Office’s programs, initiatives, community engagement, and employee successes. This form of storytelling, across various platforms, should promote the Office’s brand around “Public Safety” and how best to communicate with the public about the work of the Prosecutor’s Office.
- Proactively establishes and maintains good working relationships with staff, County officials, a variety of media representatives, community groups and the general public.
- Manages and writes content for the Office’s website, social media platforms, and newsletter.
- Oversees and coordinates communication-related tasks assigned to the Office Assistant 4.
- Maintain effective communication with county departments and staff to facilitate and ensure adherence to policies and procedures.

COMMUNICATIONS MANAGER – PROSECUTING ATTORNEY

Classification Description – Pierce County

Page 2

- May supervise and coordinate activities of a designated unit; determine work procedures, prepare work schedules and determine methods for expediting workflow; assign, review and approve the work of subordinate staff.
- May conduct performance evaluations and develop performance measures and standards.
- Ensure consistent interpretation of laws, rules, policies and procedures.
- May investigate grievances involving subordinates and recommend resolution; recommend hiring, promotional and disciplinary actions; approve leave requests, and overtime; assure adequate coverage during staff absences.
- May conduct performance evaluations and develop performance measures and standards.
- Develops a variety of written materials such as community report, brochures, reports, newsletters, articles, social media campaign, and news releases designed to educate and inform media sources, the public, and the County as well as materials used in recruiting prospective employees and outreach to the community.
- Organizes public appearances of the Prosecuting Attorney coordinating all pre-appearance preparations to include public announcement through the media.
- Edit, review and proof reports and other materials generated by others.
- Communicate effectively both verbally and in writing in a professional manner using appropriate grammar, speech, diction and expression with media, County employees and the public, including audiences of various social, cultural, ethnic, educational and economic backgrounds.
- Maintain regular, predictable and punctual attendance during regularly scheduled work hours at assigned worksite.
- Meet travel requirements of the position.
- Perform the physical requirements of the position; work within the established working conditions of the position.
- Work a flexible schedule, which may include early mornings, evenings, weekends and holidays.
- Lift and carry up to 30 lbs.

OTHER JOB FUNCTIONS:

Perform other job functions as assigned

WORK ENVIRONMENT: The work environment characteristics described herein are representative of those an employee encounters while performing the essential functions of the position. The Communications Manager works in an office environment on a daily basis. Travel to various work sites and/or meeting locations may be required. Work is generally completed on a regularly scheduled basis, however, will require early morning, evening, weekend, and holiday hours and/or attendance at meetings or completion of work outside of normal scheduled hours. Extended periods of concentration and sedentary work are required. Work is subject to frequent interruptions and normal office noise.

PHYSICAL REQUIREMENTS: The physical demands described herein are representative of those that must be met by an employee to successfully perform the essential functions of the position. Physical activities required are finger dexterity necessary to operate equipment used in the position, talking, seeing, and hearing. There is some walking, sitting, bending/stooping, pushing/pulling and minimal lifting (up to 30 lbs) associated with the classification as it is currently performed. Ability to travel to other work site is required.

COMMUNICATIONS MANAGER – PROSECUTING ATTORNEY

Classification Description – Pierce County

Page 3

KNOWLEDGE, SKILLS AND ABILITIES

Knowledge of:

- How to leverage multimedia storytelling, content strategy and cross-platform communication.
- Communication and marketing principles, methods and materials, including presentation tools and techniques.
- Website development and management, internet technology, analysis of website statistics, and social media platforms.
- Different writing styles, including AP news and promotional copy.
- Methods and techniques of evaluating effectiveness of public relations programs.
- County government functions and programs and the political process.
- Criminal justice system.
- Familiarity with legal terminology, legal pleadings and proceedings and the judicial system.
- Principles and practices of effective supervision.

Skills in:

- Thinking strategically.
- Effectively building formal and informal relationship networks inside and outside the office.
- Creating new and better ways to be successful in managing the communication needs of the office.
- Developing and delivering multi-mode communications that convey a clear understanding of the unique needs of different audiences.
- InDesign and PhotoShop.
- At least one internet content management system.
- Basic HTML.
- Proficient with MS Office Suite applications including Word, Excel, PowerPoint, Outlook, Publisher and in photography.
- Highly proficient in social media.
- Use of independent judgment and effective decision-making in the application of a wide variety of laws, policies and procedures and in effective problem-solving.
- Excellent verbal and written public relations, communication and interpersonal skills.
- Strong organizational and prioritization skills and strict attention to details.
- Project layout, design and artistic skill.

Ability to:

- Determine communication needs for internal and external customers.
- Communicate with and serve the public.
- Work independently, anticipate and solve problems.
- Collaborate and facilitate as a member of a team to develop short and long range strategic vision.
- Be proactive, flexible, execute plans and strategies and achieve desired results.
- Effectively write materials for media purposes; proficient in writing using AP style.

COMMUNICATIONS MANAGER – PROSECUTING ATTORNEY

Classification Description – Pierce County

Page 4

- Interact in a positive and engaging manner with internal and external customers treating every contact as a valued customer contributing to inclusiveness in the work environment and embracing and promoting diversity.
- Plan, assign and coordinate work.
- Work with a diverse group of stakeholders.
- Build partnerships, promote teamwork, and help others achieve goals.
- Maintain a professional image and positive, approachable demeanor.
- Coordinate large meetings effectively.
- Comprehend, analyze, and interpret technical information for targeted audiences.
- Make decisions about communication methods or tools necessary for assigned work.
- Make effective presentations in a variety of public forums before groups of diverse composition.
- Interact, establish and maintain effective relationships with members of the media, a range of community representatives, and Information Technology Department staff.
- Effectively coordinate, perform, and complete multiple duties and assignments concurrently and in a timely manner in a fast-paced environment.
- Exercise initiative and discretion in contact with county, state and federal officials and agencies and maintain confidentiality surrounding sensitive matters.
- Fulfilling job duties using creativity and open-mindedness, strong learning acumen, and strong work ethic.
- Maintain regular and predictable attendance during regularly scheduled work hours.
- Meet the travel requirements of the position.
- Physically perform the essential functions of the classification.
- Uphold the Mission and Core Values of the Prosecutor's Office:

MINIMUM REQUIREMENTS TO APPLY:

A Bachelor's degree in marketing, communications, journalism or closely related field and 5 years of related professional experience in communications, public or media relations, web management/development, or commercial and graphic design experience, is required OR any equivalent combination of experience and education is required. Experience working in a government office and/or working with an elected official is preferred.

SPECIAL REQUIREMENTS AND/OR QUALIFICATIONS: Ability to successfully complete all required background investigation including submission of fingerprints. A valid Washington State driver's license is required.