



CLERK & COMPTROLLER, PALM BEACH COUNTY
CLASS DESCRIPTION

SHARON R. BOCK

Clerk & Comptroller
Palm Beach County

CLASSIFICATION TITLE: CHIEF COMMUNICATIONS OFFICER

GENERAL DESCRIPTION OF DUTIES

Under executive direction, the purpose of this position is to plan and direct all activities involving internal and external communications and dissemination of information relating to the Clerk & Comptroller's office. Employees in this classification are responsible for coordinating the release of information to the public and the media, writing and proofreading materials, overseeing development and publication of printed materials, and maintaining current information on Clerk & Comptroller's website. This position is responsible for conducting or coordinating special projects and activities. Position functions as a professional and technical resource to the Clerk & Comptroller, executive team and agency employees.

SPECIFIC DUTIES AND RESPONSIBILITIES

EXAMPLES OF ESSENTIAL FUNCTIONS

The list of essential functions, as outlined herein, is intended to be representative of the tasks performed within this classification. It is not necessarily descriptive of any one position in the class. The omission of an essential function does not preclude management from assigning duties not listed herein if such functions are a logical assignment to the position.

Anticipates, advises and recommends strategies to the Clerk & Comptroller and Executive Committee on impact of office decisions and initiatives on employees and external stakeholders

Plans, coordinates, and directs internal/external communications and dissemination of information about the Clerk & Comptroller's office and its programs to employees, the public and media representatives

Participates in strategic planning and development initiatives with the Clerk & Comptroller and executive staff; develops and utilizes organizational analytics and reporting to support critical decision making made in the organization

Ensures compliance with all applicable laws, rules, regulations, standards, policies and procedures, including laws/policies governing release of public records/information; initiates any actions necessary to correct deviations or violations

Establishes the division's priorities, goals and objectives through collaboration and consultation with the Clerk & Comptroller and executive staff

Represents the Clerk & Comptroller as authorized in communications with other elected officials, staff, community organizations, at public appearances, or in other matters

Develops, updates, and implements policies and procedures for area of assignment

Serves as Clerk & Comptroller's spokesperson in providing information to the public as directed; provides

CHIEF COMMUNICATIONS OFFICER

information to the public about Clerk & Comptroller programs, pending cases, policies, procedures, or other issues in accordance with public records laws; answers general questions, responds to complaints, or refers questions to other individuals as appropriate

Directs the media relations activities for the office (print, web, broadcast, social media), which includes building and maintaining relationships with news media at local, state, and national levels; answering news media queries and providing information to the media; coordinating appropriate method/timing of response to media inquiries and release of information; making statements on behalf of the Clerk & Comptroller as directed; writing and editing speeches, public statements, news releases, and public reports involving Clerk & Comptroller activities, including sensitive/controversial issues

Directs planning, scheduling and coordination of programs under charge, i.e., production of all office publications, printed materials, standard Clerk & Comptroller forms, and internal and external websites

Directs and produces informational videos for employees, customers and the public

Provides direction and advisement to staff under charge concerning graphic design, layout, editing, statistical and informational reports, and advertising copy

Conducts, coordinates and/or provides oversight for special projects, programs, and activities involving public events or employee information as assigned; coordinates publication of periodic newsletters; coordinates Dress Down Friday program, including promotional efforts and distribution of related funds; coordinates spending on public relations/information efforts for the public

Identifies and acquires software that supports project tracking, creation of copy and collateral

Prepares department annual operating, capital and supplemental budgets; monitors departmental budget activity to ensure proper use and allocation of funds; requests budget transfers to cover shortages in budget line items; performs quarterly asset inventory; ensures proper use and custody of Clerk & Comptroller assets

Attends various meetings and makes presentations as needed; maintains confidentiality of departmental issues and documentation

Maintains a comprehensive, current knowledge of applicable laws/regulations; maintains an awareness of new trends and advances in the profession; reads professional literature; maintains professional affiliations; attends workshops and training sessions as appropriate

Maintains established organizational/departmental productivity standards

Monitors all organizational/department-related performance and productivity standards for compliance

Safely and successfully performs essential job functions consistent with the ADA, FMLA and other federal, state and local standards, including meeting qualitative and/or quantitative productivity standards

Maintains reasonably regular, punctual attendance consistent with the ADA, FMLA, other federal, state and local standards and the organization's attendance policies and procedures

Comes to work and works the regular schedule and shift for the position

Complies with all personnel policies and procedures

