SHARON R. BOCK
Clerk & Comptroller
Palm Beach County

CLERK & COMPTROLLER, PALM BEACH COUNTY
CLASS DESCRIPTION

CLASSIFICATION TITLE: COMMUNICATIONS COORDINATOR

GENERAL DESCRIPTION OF DUTIES

Under direction, the purpose of this position is to perform a variety of complex and multi-faceted professional work in public relations, marketing and communications services that supports the Clerk & Comptroller's strategic direction, vision, mission and values. This position is responsible for researching, planning, developing, writing, editing, disseminating and executing strategic communications programs and tactics (i.e. social media and public service announcements) using best practices and diplomacy to a variety of stakeholders including residents, businesses, media, employees and community groups. In addition, this role writes and prepares executive-level messaging for various audiences.

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.

Researches, plans, writes, edits, disseminates and executes communications programs and tactics aimed at internal and external audiences including writing key messages, editorials, articles, press releases, social media, public service announcements and speeches for executive-level articles and copy for print, broadcast and digital/multimedia formats

Ensures communications are in alignment with the Clerk & Comptroller's strategic direction, vision, mission and values and branding

Proactively consults with team members on identifying, developing and implementing effective measurable communication opportunities and strategies, tactics and messaging to accomplish organizational objectives

Establishes and maintains excellent cross-functional collaborative relationships with other departments

Employs various methods and measurement tools to monitor, analyze effectiveness of strategies and programs and recommends refinement programs accordingly

Works with internal and external stakeholders to prepare and disseminate internal and external crisis communications messages in the event of a natural disaster or other emergency event

Coordinates and attends various Clerk-related community meetings, events and/or program activities

Responds to public and organizational requests for information, assistance or complaints

Coordinates and assists with special projects, events, other duties and tasks as assigned

Maintains established organizational/departmental productivity standards

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

MARGINAL FUNCTIONS

While the following tasks are necessary for the work of the unit, they are not an essential part of the purpose of this position and may also be performed by other unit members.

Provides customer service using multilingual skills as the need arises, if applicable

Performs other duties as directed

MINIMUM TRAINING AND EXPERIENCE

Bachelor's degree in communications, public relations/affairs, marketing, journalism, public administration or related field, supplemented by six (6) years of recent and relevant professional experience in public relations (public sector, corporate or agency); demonstrated excellence written, oral and multimedia presentation skills, including the ability to communicate complex messages supporting C-level executives for various audiences; practical knowledge and experience using current marketing and public/media relations principles, best practices and technology; proficiency in Associated Press style writing; or an equivalent combination of education, training and experience

ADA COMPLIANCE

Physical Ability: Tasks may involve some lifting, carrying, pushing/pulling of items of light weight (5-10 pounds). Tasks may involve extended periods of time at a keyboard or work station.

Sensory Requirements: Some tasks require the ability to perceive and discriminate visual cues or signals. Tasks require verbal and written communications skills.

Environmental Factors: Tasks are regularly performed without exposure to adverse environmental conditions.

The Clerk & Comptroller, Palm Beach County is an Equal Opportunity Employer. In compliance with the Americans with Disabilities Act, the Clerk & Comptroller, Palm Beach County will provide reasonable accommodations to qualified individuals with disabilities and encourages both prospective and current employees to discuss potential accommodations with the employer.

I can perform this job with or without a reasonable accommodation. ☐ Yes ☐ No

I would like to request a reasonable accommodation. ☐ Yes ☐ No
**If yes, you will be contacted by the Benefits Administrator to begin the interactive dialogue process.*

All job descriptions are subject to revision and amendment. I have received a copy of this job description and am fully aware of the expectations of the job.

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Employee Signature Date

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Printed Name Department