



SHARON R. BOCK
Clerk & Comptroller
Palm Beach County

CLERK & COMPTROLLER, PALM BEACH COUNTY CLASS DESCRIPTION

CLASSIFICATION TITLE: MANAGER- COMMUNICATIONS

GENERAL DESCRIPTION OF DUTIES

Under general direction of the Chief Communications Officer, the purpose of the position is to manage the day to day operations of assigned functional area(s) within the Communications department. This classification is responsible for assisting the Chief Officer with administrative and operational functions of communications activities, and ensuring adherence to and compliance with established Federal, State, and local regulatory standards governing the department, as well as policy and procedure of the Clerk & Comptroller's office. This position serves to support the mission, vision, and values of the Clerk's office and the community served, and evaluates and monitors work flow and productivity to establish and ensure effective operations and efficient resource allocation.

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.

Assists Chief Communications Officer and participates in the strategic planning of communications, event management, and media relations programs; confers with executive management to advise and coordinate communications for all programs related to the agency's goals, objectives, and services

Assists with developing and maintaining a comprehensive annual communications plan outlining campaigns, strategies, and tactics for effective programs; leads the development of new communication ideas, materials, and channels; recommends, plans, and implements short- and long-term communications strategies

Manages communications and event management staff and participates in the research, development, and implementation of such programs, activities, and publications

Creates communication plans for assigned projects; maps out duties and responsibilities; builds timelines; oversees work product from planning and drafting through execution and evaluation; monitors status of work in progress and inspects completed work; provides input and guides staff technical expertise

Serves as communications liaison in emergency/incident-reporting chain to provide immediate internal updates and crisis communications in the event of a natural disaster or other emergency event; assists security team in creating, updating, and implementing emergency notification procedures and continuity of operations plans; coordinates related external crisis communications as necessary

MANAGER- COMMUNICATIONS

Measures effectiveness of communications strategies and programs; employs various methods and measures to monitor, analyze, and refine communications strategies and programs; ensures delivery of consistent, accurate, timely and effective communications with diverse constituencies, using a variety of communications mechanisms

Provides individual communications support to subject matter experts regarding effective communication strategies, tools, and tactical processes; consults with internal customers on development of effective communication strategies and ongoing customized messaging

Develops, researches, and implements current website design strategies; researches and stays up-to-date on current technology and software; creates content, designs graphics/images and determines layout, positioning, and navigation for internal and external print and e-communications

Manages external email campaigns for office publications, events, and public education; designs, writes, edits, and oversees the production of promotional materials including brochures, flyers, ads, electronic communications and other materials

Recommends, creates and manages office's design strategy; establishes style and editorial standards for print and e-communications; sets standards for content auditing and expiration; ensures content integrity and quality

Conducts special projects and prepares administrative reports for the Clerk & Comptroller and others as required

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

Monitors departmental budget activity; approves expenditures; ensures proper use and allocation of funds; ensures proper use and custody of Clerk & Comptroller assets; provides input regarding staffing, space, and equipment needs for department operating budget

Performs personnel management duties, i.e., supervising, training, hiring, disciplinary action, counseling, performance evaluations, recommending transfer, promotion, separation

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

MINIMUM TRAINING AND EXPERIENCE

Bachelor's degree in Communications, Marketing, Public Relations, or related field, supplemented by eight (8) years of recent and relevant experience; or an equivalent combination of education, training and experience.

