

**Classification Title: Communications Manager**

FLSA Status: Exempt

**BRIEF DESCRIPTION:** Serving under the Communications Director, manages all internal and external communications and serves as liaison for the departments of Human Services, Environmental Services, and Public Safety. Provides and manages information and inquiry responses to Wake County citizens, Commissioners, County Manager, news media, community partners and County employees.

**ESSENTIAL FUNCTIONS:**

*This information is intended to be descriptive of the key responsibilities of the position. The following examples do not identify all duties performed by any single incumbent.*

S Sedentary	L Light	M Medium	H Heavy	V Very Heavy
Exerting up to 10 lbs. occasionally or negligible weights frequently; sitting most of the time.	Exerting up to 20 lbs. occasionally, 10 lbs. frequently, or negligible amounts constantly OR requires walking or standing to a significant degree.	Exerting 20-50 lbs. occasionally, 10-25 lbs. frequently, or up to 10 lbs. constantly.	Exerting 50-100 lbs. occasionally, 10-25 lbs. frequently, or up to 10-20 lbs. constantly.	Exerting over 100 lbs. occasionally, 50-100 lbs. frequently, or up to 20-50 lbs. constantly.

#	Code	Essential Functions
1	L	Provides quality control for unified, consistent and favorable messages through every level of the organization regarding the core business of Wake County government and its commitment to outstanding public service. Assists Director in communicating County services to targeted audiences. Assists with briefing, speech-writing, marketing and preparation of speakers.
2	L	Increases citizens' awareness and positively promotes programs, events, and services of assigned divisions. Uses a variety of communication vehicles, including WakeGov.com website, TV shows, newsletters, media management, etc. Serves as a creative consultant for major events and serves on relevant County and partner leadership teams.
3	L	Manages media relations to create a positive image of the services and results of County programs. Provides information to the media about County activities by conducting media tours and presentations on topics such as public safety, sanitation, animal safety and bioterrorism.
4	L	Develops and promotes internal communications programs. Publishes monthly newsletters, participates in team meetings and supports employee recognition programs. Promotes learning experiences and outreach opportunities that increase knowledge and cultural competency for staff and the community.

**CLASSIFICATION REQUIREMENTS:**

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Education	Bachelor's degree in Journalism, Communications or related field.

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Experience	Five years experience leading communications efforts for a large-scale employer.
Equivalent Education & Experience Accepted?	Yes
Certification and Other Requirements	None
Reading	Advanced
Math	Intermediate
Writing	Advanced
Managerial	Receives Limited Direction.
Budget Responsibility	Researches documents, compiles data for computer entry, and/or enters or oversees data entry. Has responsibility for monitoring budget expenditures (typically non-discretionary expenditures) for a work unit of less than department size.
Supervisory / Organizational Control	No responsibility for the direction or supervision of others.
Interpersonal / Human Relations Skills	Work requires very frequent and regular contact with others in a direct reporting relationship as well as others outside of a direct reporting relationship. The purpose of the contact is broad reaching and dynamic and may include the communication of specific issues and/or general policies. Interaction with others outside of the department requires exercising participative management and negotiation skills that support County strategy and organizational goals. Work also requires the communication with direct reports to ensure maximum productivity in work assignments. Makes presentations and answers questions with regard to presentation materials and findings.

**OVERALL PHYSICAL STRENGTH DEMANDS:**

Sedentary	Light	X	Medium	Heavy	Very Heavy
Exerting up to 10 lbs. occasionally or negligible weights frequently; sitting most of the time.	Exerting up to 20 lbs. occasionally, 10 lbs. frequently, or negligible amounts constantly OR requires walking or standing to a significant degree.		Exerting 20-50 lbs. occasionally, 10-25 lbs. frequently, or up to 10 lbs. constantly.	Exerting 50-100 lbs. occasionally, 10-25 lbs. frequently, or up to 10-20 lbs. constantly.	Exerting over 100 lbs. occasionally, 50-100 lbs. frequently, or up to 20-50 lbs. constantly.

**MACHINES, TOOLS, EQUIPMENT, AND WORK AIDS:**

Cameras, microphones, lighting, computers, printers and related software

PRIMARY WORK LOCATION	
X Office Environment	Shop
Clinic	Vehicle
Recreation Centers/Neighborhood Centers	Warehouse

Outdoors	Other
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**PROTECTIVE EQUIPMENT REQUIRED:**

None.