

Classification Title: Communications Director

FLSA Status: Exempt

BRIEF DESCRIPTION: Works in collaboration with staff members at all levels of the organization to identify, recommend, develop, implement and support effective communications and public relations, products, services and outcomes that meet the needs of the County’s customers. Provides leadership and guidance and participates in regional, statewide, and national discussions and professional societies, initiatives and meetings.

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	S	Provides executive director, leadership and oversight to division projects, initiatives and personnel. Leads the development, implementation and management of the division’s annual operating budget and business plan.
2	S	Provides guidance, direction and services to Wake County in order to ensure that the County’s approach to communication and public relations is comprehensive, appropriate, effective, and innovative.
3	S	Participates in the development and advancement of Wake County’s communication channels (WakeGov TV, Wake County Live radio and high-profile photography services). Participates in the development of the strategic planning for the County’s online presence (WakeGov, WE).
4	S	Develops and enhances professional working relationships with community resources, partner agencies and organizations.
5	S	Participates as a member of the Senior Management Team which sets policy direction for County operations and the budget development/refinement process. Provides information on communication and public relations efforts.

CLASSIFICATION REQUIREMENTS	
Education	Bachelor's degree in Journalism, Communications or related field
Experience	Ten years of experience in senior management in journalism, communication or public relations.
Equivalent Education & Experience Accepted?	Yes
Certification and Other Requirements	None
Reading	Advanced

Math	Advanced
Writing	Advanced
Managerial	Receives Broad Direction.
Budget Responsibility	Has responsibility for the final approval of at least one departmental budget and presents the budget (s) to County Manager. Monitors progress toward fiscal objectives and adjusts plans as necessary to reach them.
Supervisory / Organizational Control	Work requires managing and monitoring work performance by directing subordinate supervisors or administrators including making final decisions on hiring and disciplinary actions, evaluating program/work objectives and effectiveness, and realigning work and staffing assignments, as needed.
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:

Computer, printer, copier, telephone, smartphone, tablet, standard County applications, specialized software applications as needed.

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

PROTECTIVE EQUIPMENT REQUIRED:

None