

NEW CASTLE COUNTY GOVERNMENT

Number 0195

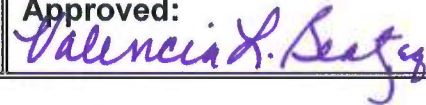
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CLASS SPECIFICATION

Date 02/26/13

Title: DIRECTOR OF COMMUNICATIONS

Approved:



GENERAL STATEMENT OF DUTIES: Acts as the media representative and liaison for the County Executive; does related work as required.

DISTINGUISHING FEATURES OF THE CLASS: An employee in this class represents New Castle County and the County Executive to ensure a consistent voice and image for the County. This employee works under the general direction of the County Executive and Chief Administrative Officer.

EXAMPLES OF WORK (Illustrative Only):

- Prepares news releases, articles for publications, brochures, reports, and other media items;
- Prepares speeches and talking points for the County Executive and Chief Administrative Officer;
- Ensures high quality publications for New Castle County;
- Oversees all social media and assists in the management of website content;
- Maintains an e-mail distribution list for the purpose of communication with the public;
- Acts as a liaison for the County Executive with the media and speaks on behalf of the administration when required;
- Oversees and manages all County communications, both internal and external;
- Ensures accessibility to the press and information sharing with the public;
- Assists in the scheduling and arrangement of press events for the County Executive;
- Handles all media requests made to the Office of the County Executive;
- Supervises communications staffers and interns;
- Interacts with government officials, agencies, professionals, and the public as required;
- Promotes an ongoing attitude of dedication to excellent public service and ensures that external and internal customers are provided with the highest quality of service;
- Operates a personal computer and other related equipment in the course of the work.

REQUIRED KNOWLEDGE, SKILLS, AND ABILITIES: Thorough knowledge of the principles and practices of management and of the services provided by New Castle County; ability to communicate courteously and effectively, both verbally and in writing; ability to make effective presentations before groups; strong interpersonal skills and the

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Valencia D. Seeger

ability to effectively work with a wide range of individuals and constituencies in a diverse community; ability to establish and develop effective working relationships with associates, government officials, agencies, private organizations, and the public and to promote an ongoing attitude of dedication to excellent customer service.

MINIMUM QUALIFICATIONS: At least ten (10) years of related experience at the senior staff level and possession of at least a Bachelor's Degree from an accredited college or university with major course work in communications, public administration, or a related field; or an equivalent combination of experience, education or training directly related to the required knowledge, skills, and abilities.

ADDITIONAL REQUIREMENTS: Must pass a Class III County physical examination and background check.

History of Revisions:

Established: 01/11/05
Revised: 02/26/13