



SARASOTA COUNTY GOVERNMENT CLASS SPECIFICATION

CLASS TITLE: GENERAL MANAGER, COMMUNICATION RESOURCES

CLASS CODE: 31041

EEO CODE: 01

FLSA: EXEMPT

W/C Code: 8810

PAY GRADE: 15

MAJOR FUNCTION(S)

This is a leadership role responsible for developing, implementing and evaluating communication activities for Sarasota County Government. Serves as the chief communications strategist for the enterprise working directly with administration and top management staff. Responsible for maintaining a quality reputation for the county organization by communicating information regarding all aspects of County government to a wide range of audiences including citizens, citizen groups, employees, news media, industry representatives, and other units of government.

TYPES OF DUTIES:

- Develops and directs the activities of appropriate staff working within the Public Communications Unit.
- Ensures the appropriate use and content for the Internet and Intranet for the county.
- Provides communications counsel and advice to County Administrator, Executive Staff, other management and professional staff – recognizes or responds to communications issues, analyzes impact on organization and/or public opinion, develops strategies and messages to respond.
- Creates and maintains positive and productive working relationships with media representatives: meets one-on-one with reporters and editors to assess needs and interests.
- Suggests practices and policies to enhance media rapport and coverage.
- Develops and approves information for release to the media so that messages are crafted to reflect county objectives. Directs the development of fact sheets, news releases, media kits, newsletters, brochures and other publications; arranges media coverage, facilitates interviews, arranges editorial board visits, responds to editorials, advises management and other employees on media-relation techniques and coaches on main message development.
- During declared emergencies, leads Emergency Support Function 14 (ESF-14) serving as Public Information Officer as required; responds to requests from the media and public.
- Strategize with business centers and the enterprise to provide effective communications for programs and services.
- Works closely with citizens' groups and associations to learn of areas where County Government could better meet the needs of people, or where the public could assist government to do a better job.

Job-Specific Competencies:

- Knowledge of the theories, practices and principles of public information, media/public relations, journalism and mass communications.
- Effective and clear written and verbal communications.
- Ability to develop and maintain effective and positive interpersonal skills with all people.
- Skilled in strategic thinking and problem resolution.
- Sound financial business practice and application to effectively manage a budget and other related financial responsibilities for the county.
- Serves as a coach and mentor for the staff members.
- Ability to strategically develop, implement and evaluate public communication programs.

Leadership Competencies:

- The four Core County Competencies for General Managers.
- Provides leadership in setting the staff's expected performance objectives with the organization's strategic objectives.
- Promoting quality through the organization's performance management program.
- Resolves conflict in a positive and constructive manner.
- Exercising good judgment in structuring and organizing work and setting priorities; balancing the interests of customers and stakeholders.
- Identifying opportunities to develop and market new products and services within or outside the organization.

MINIMUM QUALIFICATIONS

A Bachelor's Degree from an accredited college or university in Public Relations, Mass Communications, Journalism, Marketing, Public Administration or related field and eight years of progressive experience in public relations two year of which must have been at a leadership level.

A Master's Degree from an accredited college or university in Public Relations, Mass Communications, Journalism, Marketing, Public Administration or related field can substitute for one year of the required experience. Related professional experience in the public sector, public relations, or communications may substitute on a year-for-year basis for required degree.

Accreditation in Public Relations (APR) preferred.

APPROVED BY:

DATE:

James L. Lev, County Administrator

10/7/03

Effective: 03/01/99