

## **SENIOR COMMUNICATIONS SPECIALIST**

### **DEFINITION**

Under direction, provides lead direction and work review to assigned staff, and/or performs and coordinates specialized communications work in support of organizational goals; performs related work as assigned.

### **CLASS CHARACTERISTICS**

This is the lead and/or specialist level in the Communications Specialist series. Incumbents may serve in a lead capacity and direct the work of assigned staff, and/or may serve as specialists who work independently and deal with complex and/or sensitive projects.

### **EXAMPLES OF DUTIES** (*illustrative only*)

- Provides lead direction, training, and work review; organizes and assigns work, sets priorities, and follows up to ensure coordination and completion of assigned work.
- Provides input into selection, evaluation, discipline, and other personnel matters.
- Plans and oversees implementation of large-scale communications and media relations projects.
- Advises Judicial Council staff and the courts on effective communications strategies and supports the development of effective communications planning.
- Responds to press calls; provides information, statistics, and materials.
- Conducts interviews and research, and drafts a variety of written materials for public dissemination, such as news releases, fact sheets, articles, and speeches.
- Produces content in a variety of media for judicial branch stakeholders, including developing content, writing and research, obtaining reviews from management, coordinating production and distribution, and ensuring that expenditures are within an approved budget.
- Supports the ongoing development of judicial branch communications infrastructure.

### **WORKING CONDITIONS**

- Work occasional evening and weekend hours.
- May be required to travel statewide as necessary.

### **QUALIFICATIONS**

**Knowledge of:**

- Basic supervisory principles and practices.
- Journalism principles and practices.
- Public relations principles and practices.
- Project management principles and practices.
- Research principles and practices.
- Principles of effective communication and language mechanics in English.
- The operation of personal computers and the use of specified computer applications, such as word processing and desktop publishing.
- Principles and techniques of preparing effective oral presentations.
- Principles and techniques of producing content in a variety of media.

**Ability to:**

- Plan, direct, and review the work of others on a project or day-to-day basis.
- Use initiative and independent judgment within established procedural guidelines.
- Organize, prioritize, and coordinate multiple work activities and meet critical deadlines.
- Interact effectively with the media, the courts, and others contacted in the course of work, using tact and discretion.
- Write effective materials.
- Operate personal computers and use specified computer applications, such as word processing and desktop publishing.
- Communicate effectively in English, orally and in writing.
- Establish and maintain effective working relationships with those contacted in the course of the work.

**Licenses and Certificates:**

None.

**Education and Experience:**

Equivalent to possession of a bachelor's degree, preferably with major course work in journalism or communications, and three years of professional communications experience in the communications field, including one year of lead experience for those positions identified as lead.

Additional directly related experience may be substituted for the education on a year-for-year basis. Possession of a directly related postgraduate degree may be substituted for one of the three years of required experience.

OR

One year as a Communications Specialist II with the judicial branch.