

SUPERVISING COMMUNICATIONS SPECIALIST

DEFINITION

Under direction, provides day-to-day supervision of assigned staff, and performs specialized communications work; performs related work as assigned.

CLASS CHARACTERISTICS

This is a supervisory-level class in the Communications Specialist series. Incumbents are responsible for supervising a communications staff, with effective authority for their selection, retention, and training and development and with responsibility for day-to-day supervision, evaluation, motivation, and discipline of employees. In addition, incumbents serve as specialists who work independently and deal with complex and/or sensitive projects under minimal direction. This class is distinguished from the manager level in that the latter manages personnel and programs within organizational and policy confines, with responsibility for ensuring accomplishment of organizational goals and objectives.

EXAMPLES OF DUTIES (*illustrative only*)

- Plans, organizes, assigns, supervises, reviews, and evaluates the work of assigned staff.
- Recommends selection of staff; trains staff and provides for their professional development; administers discipline as required.
- Identifies and proposes training and development workshops for staff.
- Plans and develops large-scale communications and media relations projects.
- Assists manager in developing media strategies for dealing with sensitive issues and policies regarding the release of information to the public.
- Responds to press calls; provides information, statistics, and materials.
- Obtains and disseminates official comments.
- Develops statements for dissemination to press and public, based on input from management and Judicial Council goals and policies.
- Conducts interviews and research, and drafts a variety of written materials for public dissemination, such as news releases, fact sheets, articles, and speeches.
- Produces publications for courts and public, including developing content, writing and research, obtaining reviews from management, coordinating typesetting and copy editing services, arranging for printing services, coordinating distribution, ensuring that expenditures are within an approved budget.
- Coordinates and implements other public information projects, such as Judicial Council exhibits, meetings with visiting dignitaries.

WORKING CONDITIONS

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

QUALIFICATIONS

Knowledge of:

- Principles and practices of employee supervision, including selection, work planning, performance review and evaluation, and employee training and discipline.
- Journalism principles and practices.
- Public relations principles and practices, including publicity planning.
- Marketing principles and practices.
- Principles of media relations.
- 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 preparing a variety of effective written materials.

Ability to:

- Plan, organize, supervise, review, and evaluate the work of others.
- 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 writing experience in the communications field, including a minimum of one year of supervisory experience.

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 nonsupervisory experience.

OR

One year as a Senior Communications Specialist or two years as a Communications Specialist with the judicial branch.