

Communications Analyst

JOB FAMILY DEFINITION

This classification falls within the Communications Job Family encompassing a range of work in which incumbents are responsible for providing communications support and analyses for the organization. This class specification represents the type and level of work performed recognizing that specific work assignments may differ from one unit to another and from one incumbent to another.

CLASS SUMMARY

Incumbents are responsible for providing strategic communications planning, internal and external messaging, and consultative communications advice to staff, management, and Judicial Council advisory members and advisory bodies.

DISTINGUISHING CHARACTERISTICS

The Communications Analyst class is distinguished from other classifications in the Communications Job Family in that the focus is on broad-based communications tasks such as strategic planning, media relations, internal and external messaging, and consultative communications. The Communications Analyst is specifically distinguished from the Communications Editor in that the focus of the Communications Analyst is significantly broader than writing, editing, and publication production.

The Communications Analyst is specifically distinguished from the Communications Supervisor in that the latter supervises three or more Judicial Council staff, including a minimum of two exempt-level staff, and may supervise other staff as assigned, or serves as the Judicial Council's lead public information officer supervising public information releases.

Work requires the use of imagination and creativity to articulate concepts and ideas in verbal and written communications. Incumbents serve as consultants to staff and management and interpret and implement policies.

EXAMPLES OF ESSENTIAL DUTIES *(The duties listed are illustrative only and represent the core areas of responsibilities; specific position assignments will vary depending on business needs.)*

- Writes, edits, and produces official Judicial Council communications including, but not limited to, press releases, news briefs, newsletters, web content, including multimedia such as photos, audio and video, speeches, meeting summaries, and social media updates.
- Plans and executes official Judicial Council communications with staff, the media, the judicial branch, stakeholders, and the public using traditional media outlets, as well as online and social media channels.
- Assists and advises leadership and staff with communications plans and events including, but not limited to, press conferences, speaking engagements, media responses, and/or crisis communications.
- Tracks, measures, and analyzes the impact of communications strategies and tools.
- Researches industry standards, best practices, and emerging technologies.
- Collaborates with clients to determine needs and objectives.
- Provides training to internal and/or external clients in assigned area.

- Provides orientation and guidance to new staff.
- Performs other duties of a similar nature and level as assigned.

EXAMPLES OF POSITION SPECIFIC RESPONSIBILITIES *(Illustrative Only)*

Responsibilities across incumbents in this classification are covered in the “Examples of Essential Duties” list. While incumbents assigned to this classification may access, maintain or use function-specific tools and/or perform specific communications and public information tasks aligned with one work unit, the general description of the work tasks involved in this class do not vary significantly and therefore no position specific duties are noted.

MINIMUM QUALIFICATIONS

EDUCATION AND EXPERIENCE

Bachelor’s degree, and three (3) years of professional experience in media relations, public information or public relations, along with electronic communications experience (web-based and social media). *An additional four years of professional experience as noted above may substitute for the bachelor’s degree. Or, additional directly related experience and/or education may be substituted on a year-for-year basis.*

OR

Master’s degree in communications, public relations, or public affairs, or other directly related field.

OR

Two years as an Associate Analyst with the Judicial Council of California performing communications-related duties or two years of experience performing the duties of a class comparable in the level of responsibility to that of an Associate Analyst in a California Superior Court or California state-level government entity.

LICENSING AND CERTIFICATIONS

- None

KNOWLEDGE OF

- Principles and practices of journalism, media, public relations, strategic communications planning and measurement, internal communications, crisis communications, public outreach, and community engagement;
- Principles and practices of online communications including web content strategy and social media;
- Principles and practices of professional writing and editing;
- Research methods, web research, and fact checking;
- Chicago Manual of Style and in-house style guides;
- Judicial system knowledge sufficient to represent the organization to the media and the public;
- Judicial system and court operations;
- Proper English grammar, proofreading marks, editorial style guides, and graphics standards;
- Best practices and emerging technologies;
- Customer service principles;
- Applicable work rules and policies; and

- Applicable business equipment and desktop applications.

SKILL IN

- Professional writing and editing;
- Collaborating with clients on content and focus of messaging and communications strategy;
- Providing conflict resolution;
- Providing project management, organization, and logistics;
- Coordinating deadlines and prioritizing competing demands;
- Deconstructing and retooling complicated messages;
- Coordinating crisis communications;
- Providing customer service;
- Providing attention to detail;
- Utilizing a computer, relevant software applications, and/or other equipment, as assigned;
- Effectively communicating; and
- Maintaining effective working relationships with colleagues, customers, and the public.

WORKING CONDITIONS, ADA AND OTHER REQUIREMENTS

The Judicial Council is an equal opportunity employer. The Judicial Council will comply with its obligations under the law to provide equal employment opportunities to qualified individuals with disabilities.

Positions in this class typically require: sitting, stooping, kneeling, crouching, reaching, standing, walking, pushing, pulling, lifting, fingering, grasping, talking, hearing, seeing, and repetitive motions.

Sedentary Work: Exerting up to 10 pounds of force occasionally and/or a negligible amount of force frequently or constantly to lift, carry, push, pull or otherwise move objects. Sedentary work involves sitting most of the time. Jobs are sedentary if walking and standing are required only occasionally and all other sedentary criteria are met.

Incumbents generally work in a typical office environment with adequate light and temperature. The Judicial Council will make all reasonable efforts to minimize the need for employees to travel by taking advantage of virtual conferencing tools as much as possible. However, positions in this class may require local and statewide travel as necessary.

Please Note: *The Judicial Council classifies work based on organizational need. The distinguishing characteristics, essential duties and minimum qualifications described in this specification relate to the body of work required and not to the attributes of an incumbent assigned to perform the work.*