Under direction of the Assistant Executive Officer, develops, organizes and manages a comprehensive public information program for the County; informs and engages the public regarding activities and services of County departments by developing and disseminating information through communications media; advises and assists Department Heads, Elected Officials, and management in County government on related public information and community relations activities; responds to news media and public requests for information; researches issues, makes recommendations, produces reports on a variety of topics; manages and coordinates County actions in response to state and federal legislation; and performs related duties as required.

Communications & Legislative Manager (Manager IV)

Apply by May 1, 2017
$73,694.40 to $110,552.00 Annually
Excellent retirement benefit (2% at approx. age 61 formula)
Health Plan coverage for employee and dependents (health, dental, vision)
County paid Deferred Compensation at 1.5% of base salary
Two weeks annual vacation accrual upon entering County service
32 additional vacation hours annually
56 hours administrative/management leave per year (does not carry over)
96 hours of sick leave annually
10 paid holidays annually
$900 annual Professional Development Reimbursement
Term life insurance
Disability protection
Automobile allowance (subject to Department approval)
Portion of out-of-area moving expenses

For a complete summary of all benefits, please visit our Human Resources webpage at http://www.stancounty.com/personnel and select “Employee Benefits” under “Related Links” on the right-hand side of the screen.

Plan, develop and direct a comprehensive communication strategy for internal and external communications, in cooperation with formal or informal work teams, including developing policies, procedures and action plans for public information, marketing, and communications programs and materials;
Serve as a resource to Department Heads, Elected Officials, and management in County government advising on media relations and procedures and processes for media responses;
Assist County personnel, when requested, in coordinating radio and television appearances and preparing materials and scripts for use;
Serve as a liaison, coordinator and spokesperson with citizens, community groups, legislative/government agencies, the media and public and private organizations;
Establish and maintain effective working relationships with media contacts, community groups, other agencies, and County employees and officials to meet communication and outreach needs, listens and responds with tact and diplomacy, and provides information on County services, events and newsworthy incidents;
Provide creative direction for online visual communications including the design, layout, text content;
Prepare or assists in preparing speeches, scripts, and other informational material for public information purposes;
Prepare position papers, statistical reports, memos, press releases, and other written communication materials;
Provide individual and/or group training on media-related processes and procedures;
Negotiate and administer terms and conditions of contracts and other binding documents, manage and oversee contract services, provide consultants, contractors, and vendors with necessary information and resources to enable them to carry out their scope of work;
Speak at workshops, panel discussions, and other events regarding County program, services, and emerging issues;
Provide management leadership for cross-departmental communications projects and programs;
Develop, recommend, and implement guidelines, regulations, and procedures regarding brochures, articles, fact sheets, photographs, video, web pages, graphics, advertisements, news releases and other materials to enhance the understanding of County positions and programs;
Serve as a Public Information Officer in the Emergency Operations Center during disasters;
Responsible for the County’s social media policy and maintaining the County-wide social media sites and presence;
Conduct and coordinate studies, collect, compile, and analyze data and information; develops recommendations and prepares and presents reports to elected officials and executive management;
Analyze trends and issues, resolve concerns and problems, interpret concerns, define desired results, create solutions, and recommend direction for new county strategies;
Research, analyze, and communicate updates to legislative policies affecting local government;
Prepare legislative platform and updates;
Promote and develop legislative and communications outreach strategies;
Keep County staff informed and updated on legislative policies and issues, and respond to requests for information;
Analyze budget and legislative issues and develop plans and options;
Represent the County by serving on committees, attending meetings and by participating in events;
Assist in developing goals, objectives, policies and procedures for the Chief Executive Office; and
Work collaboratively with other staff and perform related duties as assigned.

BENEFITS
**SKILLS & ABILITIES**

- Analyze complex administrative issues, define problems accurately, conduct thorough research and make logical and practical recommendations;
- Prepare and present comprehensive management reports, spreadsheets, statistical data and recommendations;
- Review, interpret and provide guidance on current or proposed county ordinances/policies, state and federal laws and regulations;
- Work in a fast-paced environment, both independently and part of a team.
- Resolve complex matters as they occur;
- Provide lead direction and training to team performing similar work;
- Conduct detailed research and analysis on a wide variety of topics;
- Plan, coordinate, and implement programs and events;
- Manage assignments to completion in a timely manner;
- Make public presentations;
- Establish goals and objectives; participate in strategic planning and outcome measurement;
- Display innovation and creativity in managing operations and problem solving;
- Work independently with minimal supervision;
- Facilitate training and other group interactions;
- Promote positive relationships with citizens and partners;
- Maintain confidential information according to legal standards and/or county policies;
- Communicate effectively;
- Write clearly and concisely;
- Lead, facilitate and develop project teams; and
- Work such hours as are necessary to accomplish the requirements of the job.

**KNOWLEDGE**

- Operations, services and activities of county government;
- Authorities and accountabilities vested in the Chief Executive Officer, Board of Supervisors and agency/department heads;
- State and/or local government structure;
- Exceptional verbal and written communication skills;
- Understanding of state and local government policy issues;
- Formal and informal aspects of the legislative process on local, state and national levels and their impact on county government;
- Highly complex research methods and techniques;
- Methods and techniques of conducting analytical studies, developing recommendations and presenting findings;
- Principles and practices of leadership;
- Methods and techniques for effectively representing the County, including public presentations and working with a variety of individuals from various socio-economic, cultural and ethnic backgrounds;
- Methods and techniques of providing quality customer service to County staff and members of the public;
- The use of modern computer systems and software applications relevant to assigned areas of responsibility;
- The role of technology in improving business processes and efficiencies; and
- Federal, State, and local laws, ordinances and regulations related to assigned area of responsibility.

**THE IDEAL CANDIDATE**

- Bachelor’s Degree in Business or Public Administration, Journalism, Marketing, Communications, Public Relations, Political Science or related field; **AND**
- Six (6) years progressively responsible experience in public communications, public relations, marketing or program management.

**DESIABLE QUALIFICATIONS**

- Related local government experience.
- Possession of a Master’s Degree in Political Science, Business or Public Administration, or related field.

*Work experience may substitute for the required educational requirements during the screening process when the candidate’s work experience exceeds the minimum standards required for the position and has a direct application to the level and duties of the position applied for.*
CLASSIFICATION INFORMATION

Unless otherwise provided, this position is part of the Unclassified Service of the County and considered "at will" for labor relations purposes.

EQUAL EMPLOYMENT OPPORTUNITY

The County of Stanislaus is an Equal Opportunity Employer. All qualified applicants are encouraged to submit online application(s) for open position(s).

Stanislaus County is committed to establishing and maintaining effective working relationships with the general public, co-workers, supervisors, and members of diverse cultural and linguistic backgrounds regardless of race, religious creed, color, national origin, ancestry, physical or mental disability, medical condition, genetic information, pregnancy related condition, marital status, gender/sex, sexual orientation, gender identity, gender expression, age (over 40), political affiliation or belief, or military or veteran status.

APPLICATION PROCEDURES/
FINAL FILING DATE

Applications cannot be submitted later than 5:00 p.m. on the final filing date. Make your online application as complete as possible so a full and realistic appraisal may be made of your qualifications.

Resumes will not be accepted in lieu of a complete application.

Attaching your resume and cover letter are an optional feature for those who wish to do so in addition to completing the required application. Information on your resume and cover letter will not substitute for the education, work experience and required fields on the County application. The online County application is the primary tool used to evaluate your job qualifications.

TESTING ACCOMMODATIONS

Arrangements may be made to accommodate disabilities or religious convictions. Describe the special test arrangements you require in the "Additional Information" section of the application form.

APPLICATION AND/OR EXAMINATION

APPEAL RIGHTS

Application and/or examination results may be appealed by applicants presenting facts alleging irregularity, fraud and/or error in application screening or in exam scoring. Appeals must be in writing and submitted to the Chief Executive Officer within seven (7) days after the examination results are mailed.

DISCLAIMER

Stanislaus County reserves the right to revise the examination plan described in this bulletin to better meet the needs of County service. The provisions of this bulletin do not constitute an express of implied contract. Any provisions contained in this bulletin may be modified or revoked without notice. The information contained in the bulletin is informational, which sets forth a general summary of benefits for this respective position. This information is not legally binding. The benefits and any other information regarding this position may be found in the Stanislaus County Code, the Stanislaus County Personnel Policies manual, or in the applicable Memorandum and Understandings, and such information prevails over information contained in this bulletin. Questions regarding this bulletin may be directed to the Stanislaus County Chief Executive Office/Human Resources.

The Job Task Analysis provides information detailing the physical and functional demands of the classification. For the complete job task analysis, visit the Risk Management website at http://www.stancounty.com/riskmgmt/ under “Disability Management.”