

FORSYTH COUNTY, GEORGIA CLASSIFICATION DESCRIPTION

CLASSIFICATION TITLE: SHERIFF'S OFFICE EXTERNAL COMMUNICATIONS SPECIALIST

PURPOSE OF CLASSIFICATION

The purpose of this classification is to perform skilled, professional level graphic design and produce digital and print communications in order to support the Sheriff's Office and ensure consistent branding within the Sheriff's Office Communications Division. The primary work emphasis is on digital communications channels including the agency's website, apps, and social media. This classification will also be a primary point of contact for news media and other outside parties.

ESSENTIAL FUNCTIONS

The following duties are normal for this position. The omission of specific statements of the duties does not exclude them from the classification if the work is similar, related, or a logical assignment for this classification. Other duties may be required and assigned.

Assists with the coordination of media relations activities for the agency: answers media inquiries, provides interviews and information to members of the media; determines appropriateness and timeliness of information to be released; drafts press releases and distributes them to the media. Conducts press briefings from incident scenes, program locations and agency facilities.

Assists with the development of a comprehensive social media strategy; remains up-to-date with social media trends, best practices and technologies, and implements change to improve results.

Assists with design, production and publication of various digital and print communications materials, brochures, newsletters and other publications: designs and proofreads various documentation; organizes the distribution of agency brochures, programs, reports or other materials.

Assists in the production of newsletters and other digital materials to include writing and layout: takes photos and coordinates utilization of photographs to accompany news articles, press releases, internal releases, newsletters or other publications; designs graphics to accompany print material; works with vendors to coordinate the production of various print media; and distributes materials as appropriate.

Assists with development and maintenance of information for publication on the agency's website, device applications, social media and other appropriate outlets.

Prepares the completion of various forms, reports, correspondence, press releases, internal releases, newspaper articles, newsletters, calendars, brochures, advertisements, presentation materials or other documents.

Attends meetings, serves on committees and makes presentations as needed.

Assists in organizing, publicizing and/or coordination of special events/activities.

ADDITIONAL FUNCTIONS

This classification is designated as a safety sensitive position, which is subject to random drug and alcohol testing and any other drug testing methods as stated in policies adopted by Forsyth County concerning drug and alcohol.

Performs general/clerical tasks, which may include answering telephone calls, making copies, sending/receiving faxes, filing documentation or processing incoming/outgoing mail.

Performs other related duties as required.

MINIMUM QUALIFICATIONS

Associate's degree from an accredited college or university in Journalism, Marketing, Public Relations, Communications, or closely related field; supplemented by one (1) year previous experience and/or training that includes public/media relations, communications and marketing; or any equivalent combination of education, training and experience which provides the requisite knowledge, skills, and abilities for this job. Some video production experience preferred. Must possess and maintain a valid Georgia driver's license.

PERFORMANCE APTITUDES

Data Utilization: Requires the ability to evaluate, audit, deduce, and/or assess data using established criteria. Includes exercising discretion in determining actual or probable consequences and in referencing such evaluation to identify and select alternatives.

Human Interaction: Requires the ability to apply principles of persuasion and/or influence over others in coordinating activities of a project, program, or designated area of responsibility.

Equipment, Machinery, Tools, and Materials Utilization: Requires the ability to operate, maneuver and/or control the actions of equipment, machinery, tools, and/or materials used in performing essential functions.

Verbal Aptitude: Requires the ability to utilize a wide variety of reference, descriptive, advisory and/or design data and information.

Mathematical Aptitude: Requires the ability to perform addition, subtraction, multiplication, and division; the ability to calculate decimals and percentages; the ability to utilize principles of fractions; and the ability to interpret graphs.

Functional Reasoning: Requires the ability to apply principles of influence systems, such as motivation, incentive, and leadership, and to exercise independent judgment to apply facts and principles for developing approaches and techniques to resolve problems.

Situational Reasoning: Requires the ability to exercise judgment, decisiveness and creativity in situations involving evaluation of information against measurable or verifiable criteria.

ADA COMPLIANCE

Physical Ability: Tasks require the ability to exert light physical effort in sedentary to light work, but which may involve some lifting, carrying, pushing and/or pulling of objects and materials of light weight (5-10 pounds). Tasks may involve extended periods of time at a keyboard or workstation.

Sensory Requirements: Some tasks require the ability to perceive and discriminate colors or shades of colors, sounds, and visual cues or signals. Some tasks require the ability to communicate orally.

Environmental Factors: Essential functions are regularly performed without exposure to adverse environmental conditions.

Forsyth County, Georgia, is an Equal Opportunity Employer. In compliance with the Americans with Disabilities Act, the County will provide reasonable accommodations to qualified individuals with disabilities and encourages both prospective and current employees to discuss potential accommodations with the employer.