

BENTON COUNTY POSITION DESCRIPTION

CLASSIFICATION	BAND	GRADE	SUBGRADE	FLSA STATUS
Program Coordinator I	C	4	1	Exempt
POSITION TITLE:	JSIP Communications Coordinator		POSITION#:	
<input checked="" type="checkbox"/> New <input type="checkbox"/> Revised (Check one)	Date:	02/15/2021		
SERVICE TYPE:	AFSCME			
Employee Name:		Department:	BOC	Supervisor:
FTE:	1.0	Employment Status:	Limited Duration Full Time	

Position Summary:

This position works collaboratively with the Public Information Officer, Justice System Improvement Program Manager and other programs to support the County’s Justice System Improvement Program. This position provides project coordination for new and ongoing communications projects and community engagement initiatives. This position participates in the development of consistent and regular communications to both internal and external audiences, through multiple media channels including web-based and social media.

Essential Duties:

No.	Major Functional Area (MFA)	% of Time
1	<p>MFA: Communication Development</p> <p>Essential Duties:</p> <ul style="list-style-type: none"> Communicate complex information across multiple media, and for diverse community audiences, taking into account health and data literacy, as well as design, style, tone and media platform. Coordinate web communications projects and procedures. Develop materials for internal and external distribution such as documents, reports, fact sheets, posters, e-newsletters, graphics, photos, and videos. Develop multiple, complex communications channels and mediums to ensure effective and well-designed information transmission. Write and edit copy for various media. Research and gather information and data from subject-matter experts to create communications media with accurate and timely information for intended audiences. Interview staff, clients, and content experts for news and other communications content. Provide culturally adaptive and responsive communication and marketing services to internal and external stakeholders Ensure that communications convey positive justice system news, information, and media exposure. 	45%
2	<p>MFA: Strategic Communications</p> <p>Essential Duties:</p> <ul style="list-style-type: none"> Develop and create website content, social media content, flyers, factsheets, FAQs, talking points related to health and safety educational campaign and news releases. Plan, coordinate, and monitor web and social media style, content, and information flow. Coordinate with the County Public Information Officer to identify, promote, and develop communications that advance identified public priorities and community needs. 	35%

	<ul style="list-style-type: none"> Evaluate and select appropriate media and communication approaches for target audiences. Participate in the development of consistent and regular communications to both internal and external audiences, through multiple media channels including web-based and social media. Identify internal and external customers for communications products, remaining flexible and adaptive to changes within the pandemic and community needs. Evaluate and recommend appropriate media and communication approaches for target audiences. Coordinate with the County Public Information Officer to identify, promote, and develop communications that advance identified justice system priorities and community needs. 	
3	MFA: Community Engagement Essential Duties: <ul style="list-style-type: none"> Lead public engagement for the Justice System Improvement Program. Lead and facilitate community engagement activities and input and feedback processes. Develops presentation and engagement materials for a variety of audiences. In collaboration with the County Public Information Office, serve as consultant to County commissioners and administration, department Directors and management, and staff to oversee and ensure professional and effective public engagement planning and execution that reach broad and diverse external audiences. 	20%
	And other duties as assigned.	
Percentages should total 100%		100%

Special Requirements:

<p>Must have the following experience:</p> <ul style="list-style-type: none"> Media Relations and serving as spokesperson Website content management systems Graphic design using Adobe Illustrator, InDesign, and/or Canva Demonstrated experience with public relations and community engagement Experience with computer software such as the Microsoft Office suite, Hootsuite, Canva, Google Analytics, and other communications platforms such as Constant Contact. <p>This position requires a valid driver's license or alternate transportation.</p> <p>Minimum Qualifications: A Bachelor's Degree in Business or Public Administration, Public Relations, Marketing, Journalism, the Behavioral or Social Sciences or related degree and three years of professional level experience in Public Relations or Affairs OR Five years' experience directly related to the position; two of the five years must have been at the professional level.</p>

Physical Requirements:

<p>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, including the human body. Sedentary work involves sitting most of the time.</p>
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NOTE: The above job description is intended to represent only the key areas of responsibilities; specific position assignments will vary depending on the business needs of the department.