



## Public Relations Coordinator

Please look at what you can expect to earn as a **Public Relations Coordinator** during your first year as a full time Employee with Washington County Government:

- Sixty (60) Hours Personal Time
- Eighty (80) Paid Vacation Hours
- Fourteen (14) Paid Holidays
- One Hundred & Twenty (120) Paid Sick Hours
- County and Employee funded Healthcare including Health, Prescription, Dental and Vision Coverage.
- County Paid Employee Assistance Plan
- County Paid Life Insurance
- County Paid Accidental Death and Dismemberment Insurance
- County Paid Short Term Disability Insurance
- County Paid Long Term Disability Insurance
- Up to \$2,500.00 Annual Tuition Reimbursement Assistance
- County and Employee funded Defined Pension Plan
  - Vested in just five (5) years.
  - Credit for Prior Active Military Service and Unused Paid Sick Days.
- An Annual Salary of \$70,512 starting..

Candidates **must** submit at least one (1) of the following writing samples with their application to be considered:

- Press Release
- Newsletter
- Article
- Social Media
- Website
- Example of Successful Marketing Campaign

If our comprehensive compensation package interests you, please continue reading through our job posting to learn more about the position's duties, responsibilities, prerequisites, etc. and apply online today.

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<b>JOB TITLE:</b>	Public Relations Coordinator	<b>GRADE:</b>	15
<b>DEPARTMENT:</b>	Public Relations and Marketing	<b>FLSA STATUS:</b>	Exempt
<b>REPORTS TO:</b>	Director of Public Relations and Marketing		

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**GENERAL RESPONSIBILITIES:**

Under the direction of the Director of Public Relations and Marketing, this position is responsible for the overall strategic management of all public relations, marketing, and communications projects, including research, development, and implementation of initiatives. Coordinates County programming on available local media outlets, creates and distributes information to the general public.

**ESSENTIAL TASKS:**

(These are intended only as illustrations of the various types of work performed. The omission of specific duties does not exclude them from the position if the work is similar, related, or a logical assignment to the position.)

1. Assists with managing media relation/coordination, public relations, assistance in crisis communication, public information, and brand management as part of the Public Relations and Marketing team.
2. Manages and acts as the Project Coordinator of the development and implementation of marketing and communications strategies for all County departments to promote public education and access to County services.
  - a. Manages both proactive and reactive marketing and public relations efforts.
  - b. Manages and monitors all social media platforms by coordinating with all County departments.
  - c. Manages advertising collateral, annual reports, articles, brochures, direct mail, newsletters, press releases, surveys etc.
  - d. Coordinates interviews, press conferences, receptions, speaking engagements, special events, etc.
3. Develops creative briefs for projects.
4. Maintains open lines of communication with all County staff, elected officials, community organizations, and other stakeholders.
5. Event logistics for all County public events and organizes invitations, RSVPs, event timelines, task preparation, and event coverage.
6. Acts as the point person and lead event coordinator for all County public events that includes, vendor/businesses and public meetings, site preparation, a/v needs, displays, and other items as needed.
7. Works with the Director of Public Relations and Marketing to develop and implement budget for departmental functions.
8. Serves as project manager for marketing initiatives/projects and supervises technical or professional staff of vendors as needed.
9. Serves as a participant at public meetings and functions as directed by Director of Public Relations and Marketing.
10. Creates press releases for the public and emergency alerts.
11. Acts as the back-up for a/v needs, Board of County Commissioners broadcasting, photography, videography.
12. Manages all collateral for the departments and works with the Digital Marketing Specialist and Multimedia Specialist to create content as needed.
13. Acts as the back-up to the Director of Public Relations & Marketing as needed, including public speaking.

14. Manages all Social Media content and works with Digital Marketing Specialist to implement plans of action to the correct audiences.
15. Maintains all contact lists for the department.
16. Social media, content creation and editing for posting on numerous platforms.
17. Plan and assist with photo and video production for organizational campaigns (this includes writing scripts for video interviews and content and needed).
18. Assists with photo and video editing and content placement.
19. Performs other duties as assigned.

#### **KNOWLEDGE, SKILLS, AND ABILITIES:**

1. Ability to deal with the public in a professional and courteous manner.
2. Ability to plan, assign, and coordinate the work of subordinates.
3. Ability to communicate ideas clearly and concisely, both orally and in writing.
4. Must have exceptional writing, grammar, and editing skills.
5. Must be proficient in use of computer applications (spreadsheet, word processing, database management, and email).
6. Must have experience in basic social media photography, videography, and media editing.
7. Must be familiar with email marketing platforms and content management systems
8. Must have experience in social media platforms including Twitter, Facebook, LinkedIn, YouTube, and blogging applications.
9. Ability to work well with a variety of people including government officials, boards and commissions, corporate executives, consultants, co-workers, and other stakeholders.
10. Ability to take initiative, work proactively & independently, and adapt to changing circumstances.

#### **EDUCATION AND EXPERIENCE:**

- Bachelor's Degree in Communications, Business Administration, Management, Marketing or related area of study preferred.
- Five years of progressively more responsible or expansive work experience in marketing and public relations with a proven successful record in managing multiple communications initiatives preferred.
- Government and/or economic development experience strongly preferred.

#### **PHYSICAL REQUIREMENTS:**

This position requires the ability to sit and concentrate on complex tasks for prolonged periods of time, if necessary; to operate a computer keyboard and mouse; to be able to lift 10 pounds; to sit in meetings and participate in discussions with peers; to appear before audiences making public speeches and leading discussions; to walk through construction sites observing conditions; to guide visitors on tours through Washington County and development projects; to drive to development sites within the county and to other cities for meetings/seminars. The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of the position.

#### **SPECIAL REQUIREMENTS:**

Possession of a valid driver's license.

Reasonable accommodations may be made to enable individuals with disabilities to perform the essential tasks.

Applicant must be legally authorized to work in the United States and willing to provide unexpired USCIS Form I-9 employment eligibility verification documentation upon request.

Washington County is an Equal Opportunity Employer. Individuals requiring special accommodations or assistance are requested to contact the Human Resources Department at 240-313-2350, Voice or TDD (D/HH use 711) M/F/H/V

Easy Ways to Apply:

Visit our website at <https://www.washco-md.net/jobs/>

or

Complete and email an Application to [hrservice@washco-md.net](mailto:hrservice@washco-md.net)

Current County Employees (Internal Candidates) are required to use an Internal Application (including resume) when applying

or

Apply Online: <https://www.washco-md.net/internal-jobs> .

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**DEADLINE FOR FILING APPLICATIONS WITH HUMAN RESOURCES:**

**Thursday, October 31, 2024 4:00 pm**