

COLLIER COUNTY, FLORIDA CLASSIFICATION SPECIFICATION

**CLASSIFICATION TITLE: DIVISION DIRECTOR - COMMUNICATIONS AND
CUSTOMER RELATIONS**

PURPOSE OF CLASSIFICATION

The purpose of this classification is to plan, direct and manage the staff, resources and operations of the Communication and Customer Relations Department. Managed programs and services include media, public relations and marketing functions for the County government, the creation and distribution of varied County publications and print media, and the creation and production of television and video programming through the County's government access television station. In addition, the position is responsible for the oversight of the Community Relations Information and Referral Service and also serves as the Coordinator for all Public Records Requests in the entire County Manager's Agency.

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.

Directs all activities of the Department. Develops work plan, goals and objectives; identifies major business processes and major products and services; organizes structure and work assignments. Reviews and evaluates department operations, work products, methods, procedures and performance outcomes; and identifies opportunities to improve overall department performance.

Manages, directs and organizes public information campaigns and activities, including the production of news releases and all County publications.

Serves as primary spokesperson to the press and other media. Ensures information is provided responsively; responds appropriately to politically sensitive and other high profile issues; adheres to Freedom of Information Act and other regulations governing the release of information; and serves as the County's public information officer during emergencies.

Manages department staff. Performs a variety of duties associated with supervising staff to include hiring, assigning work, ensuring professional development and training, establishing performance expectations and evaluating performance; providing guidance, direction and discipline as necessary; and recommending employee terminations to Human Resources as appropriate.

Supervises all programming on Government access television station; maintains creative control over all original programming. Establishes and maintains effective working relationships with cable company programming staff and other local media and television professionals.

Manages the department's financial resources. Supervises, reviews and/or develops the department's operating budget. Administers the approved budget; identifies department needs for staffing, equipment, materials, services and supplies; and allocates, monitors and approves expenditures of budget funds.

Serves as senior internal consultant/advisor to all levels of managers, administrators and employees regarding public relations and communications. Serves as a member of County Manager's administrative team. Represents the department before senior managers, elected officials, the media and the general public. Guides County personnel on

how to deal effectively with news media and other outside organizations; and supervises the training of County personnel in formatting materials for presentations.

Interacts with the public and with local organizations, community groups, businesses, etc. regarding cooperative projects.

Operates a personal computer, telephones, copiers and other general office equipment as necessary to complete essential functions, to include the use of word processing, spreadsheet, database, or other system software.

ADDITIONAL FUNCTIONS

Performs other related duties as required.

In the event of a declared state of emergency, employees in this classification may be called to work during days or hours other than those for which they are regularly scheduled.

MINIMUM QUALIFICATIONS

Bachelor's degree in public relations, marketing, or closely related field; Master's degree preferred; supplemented by five years of experience performing public relations and communications work; or any equivalent combination of education, training, and experience which provides the requisite knowledge, skills, and abilities for this job. Fingerprinting required.

PERFORMANCE APTITUDES

Data Utilization: Requires the ability to coordinate, manage, and/or correlate data. Includes exercising judgment in determining time, place and/or sequence of operations, referencing data analyses to determine necessity for revision of organizational components, and in the formulation of operational strategy.

Human Interaction: Requires the ability to apply principles of negotiation. Performs such in formal situations within the context of legal guidelines.

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; ability to calculate decimals and percentages; may include ability to perform mathematical operations with fractions; may include ability to compute discount, interest, and ratios; may include ability to calculate surface areas, volumes, weights, and measures.

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 broader aspects of organizational programs and operations, moderately unstable situations, or the direction, control and planning of an entire program or set of programs.

Leadership:

Customer Service:

Financial Accountability:

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 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.

Collier County 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.