

## COMMUNICATIONS MANAGER

(Range 11)

### DEFINITION

Under the direct supervision of the department director, this position is responsible for the planning, implementation and coordination of the agency's communications on agency services, policies, data and legislative agenda.

### EXAMPLES OF DUTIES

The Communications Manager manages all agency press and media relations; in consultation with the department's management team, develops the department's legislative agenda; develops and implements strategic communications plans; supervises the Ombudsman position; oversees the production of public information publications; acts as liaison between Dane County Department of Human Services and the public to interpret agency programs to the community; provides management information through the integration of office system and data processing systems agency-wide; participates in agency budgetary planning and program design; and prepares and presents reports as required.

#### Communications

Consults with the department director and management team to plan, coordinate, implement and supervise a comprehensive communications program for the Department of Human Services, which includes: producing or coordinating the writing or production of news releases, feature articles, newsletters, pamphlets, brochures and radio and television materials; interprets agency programs and policies directly and via all appropriate media; gathers a sampling of community attitudes and opinions regarding the agency and its programs for consideration in subsequent policy decisions.

Manages all agency contacts with local media and functions as the contact within the agency for news media representatives and the public in general by providing them with information as requested or works with other staff to reply to such requests. Also, coordinates community requests for agency presentations regarding the activities of the agency before interested professional and lay groups, to include assisting with the development of such audio-visual materials as required.

Advises department personnel on public information and community relations activities and develops the informational activities of the department including special projects.

#### Legislative

Works with the agency's director and management team to develop the department's legislative agenda and presents the agenda for approval to the relevant County Board committees; works with the county's legislative lobbyist to advance county positions on human services with the legislature and tracks legislation affecting human services and provides analysis of its impact on funding, consumers and programs. Performs other related work as required.

## EMPLOYMENT STANDARDS

Education and Experience: Any combination of training and experience equivalent to a bachelor's degree in journalism, public administration or closely related field and at least three years of professional public or community relations work experience; experience with the legislature preferred.

Knowledge, Skills and Abilities: Knowledge of local and state government, and of the public welfare system; knowledge of automated data processing systems; ability to arrange and conduct meetings and hearings; skill in communicating with clarity and accuracy, both orally and in writing; excellent interpersonal contact skills; ability to deal with the public, the media, and government officials; ability to work independently; ability to organize own workload; ability to plan and develop timetables, interpret information, analyze data and produce reports; ability to work under pressure; and ability to collect, organize, and edit written information;

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