Communications Manager
(Actual Classification: Group Program Manager)
County Communications Office

Anticipated Hiring Range: Depends on Qualifications
Excellent Benefits Package

www.sandiegocounty.gov
COMMUNICATIONS MANAGER

The County of San Diego has an exciting opportunity for a Communications Manager in the County Communications Office. The position will oversee, develop, and coordinate public and employee communications for a large, dynamic, multi-faceted government organization. The ideal candidate will have a passion for serving the public and workforce through engaging and informative communications covering all aspects of County operations.

This is an unclassified management class. Under administrative direction, incumbents are responsible for coordinating and implementing overall communication programs for the CCO or a County functional group. The position supervises multiple employees, as well as advises and assists management in public information/relations activities.

The key responsibilities of the Communications Manager will include:

- Plans, organizes and manages activities of the County's communications strategy across owned and paid platforms
- Develops, recommends, and implements the County's strategic internal and external communications
- Prepares budget as needed, including monitoring revenues and expenditures, identifying risks and mitigating actions, and implementing corrective actions
- Directs the development and implementation of short and long-range Countywide and departmental plans and objectives related to the functions of a large/major program or project including data analysis
- Establishes appropriate performance indicators to track both output and outcome
- Reviews and evaluates work, risks, and progress, and implements needed changes
- Reviews and negotiates contracts as needed for outside services or equipment
- Prepares executive and technical reports and correspondence
- Represents the County at internal/external committee meetings
- Supervises assigned staff

COUNTY COMMUNICATIONS OFFICE

The County Communications Office (CCO) informs and builds meaningful connections with the community and County employees through accessible and engaging communications. The department shares information about County operations, programs and services through media relations, web, video and graphic design using a variety of platforms, including CountyNewsCenter.com, CNC TV, and social media. The department also works with the community to expand opportunities for civic engagement through education and outreach.
THE IDEAL CANDIDATE

The ideal candidate will have a broad range of experience working with the media and the public to provide accessible, engaging and easy-to-understand communications. The person will be a leader and effective problem solver who enjoys working in a fast-paced, dynamic environment, with experience in the following areas:

- Strong communication and management skills and the ability to build relationships at all levels of an organization, including executives and elected officials.
- The ability to coordinate, create, review and implement a wide variety of communication activities in support of the County’s vision, mission and values, for both internal and external audiences.
- Excellent writing and editing skills, with the ability to translate technical, complex and/or sensitive information into easy-to-understand and engaging content.
- Experience with communications on a wide variety of platforms, including print, video, web, social media, news conferences/releases, media relations and marketing campaigns. Experience using CMS and knowledge of digital best practices is desired.
- A desire to prioritize diversity, inclusion, equity, access and community engagement in all forms of communication and outreach.
- Experience using data and analytics to inform and adjust strategy, leading to successful outcomes.
- The ideal candidate will possess a degree in journalism, public relations, communications or a closely related field.

SALARY & BENEFITS

The anticipated hiring range is dependent upon qualifications. Salary reviews are performance-based and goal-oriented.

Benefits include:

- 15 days of paid vacation, 13 days of paid sick leave, and 14 paid holidays
- Medical, dental, and vision plans
- Flexible Credits starting at $452.50 each pay period, based on the selected level of medical coverage
- Disability Insurance, Life Insurance, and Accidental Death/Dismemberment Insurance
- Defined benefit retirement program
- Reciprocity with other governmental retirement systems may be granted, please visit www.sdcera.org for more information
- Deferred Compensation Program 457 and 401(a) plans
- May be eligible for relocation allowance
- View the detailed Benefit Plan for Unclassified Management (UCL)
QUALIFYING APPLICANTS WILL POSSESS:

A bachelor's degree from an accredited U.S. college or university, or a certified foreign studies equivalency AND three (3) years of experience which demonstrate the ability to perform the essential functions of the classification, OR a combination of education and/or experience as stated above.

Note: A master's degree or higher may substitute for a total of one (1) year. In order for education to substitute for work experience as stated above, college level coursework must demonstrate progress toward a degree and may be substituted on a year-for-year basis.

****A degree in journalism, public relations, communications or a closely related field is highly desirable.

HOW TO APPLY:

Applications and résumés may be submitted online at www.sandiegocounty.gov/hr; select the Current Job Postings, Job Number 22031806UCCO. Résumés will be screened in relation to the criteria outlined in this brochure. Candidates deemed to possess the most relevant qualifications will be referred to the hiring department for further evaluation. Candidates who are selected to move forward in the selection process will be contacted directly by the hiring department.

Interested candidates are encouraged to apply as soon as possible for consideration.

SPECIAL NOTES

Persons serving in positions in the Unclassified Service do not accrue tenure and serve at the pleasure of the appointing authority. The provisions of this job announcement may be modified or revoked and do not constitute an expressed or implied contract. Qualified women, minorities, and persons with disabilities are encouraged to apply. Reasonable accommodation may be made to enable a qualified individual with disabilities to perform the essential functions of a job, on a case-by-case basis.

The County of San Diego and its employees embrace the vision of: a just, sustainable, and resilient future for all. Our values include: integrity, equity, access, belonging, excellence, and sustainability. Each of which are infused throughout our operations. While also embracing a mission of strengthening our communities with innovative, inclusive, and data driven services through a skilled and supported workforce. Click here for more information on our Strategic Plan (sandiegocounty.gov) as well as our commitment to serve everyone, to build a Framework for the Future that will create a County that works for all.

The County of San Diego is committed to valuing diversity and practicing inclusion because our diverse workforce is our greatest asset and our customers are our number one priority.

CONTACT INFORMATION

You may direct any questions regarding the application/selection process to Bryan Faircloth, Executive Recruiter at Bryan.Faircloth@sdccounty.ca.gov. For questions about the position, please contact Shontay Turner, Group Human Resources Director, at Shontay.Turner@sdccounty.ca.gov.