

## Communications Specialist

### Position Description

The Communications Specialist is assigned to the Local Assist Center (LAC) and reports to the LAC Manager. The Communications Specialist is responsible for handling media contact and providing assistance to the LAC Manager during VIP visits. The Communications Specialist coordinates with the Oversight Team Media Relations Manager. If resources permit, the Communications Specialist should be at the LAC during the first two weeks of operations and then as needed.

### Responsibilities

1. Maintain and communicate media updates to the Joint Information Center
2. Communicate with the Joint Information Center about LAC hours of operation and services provided
3. Inform LAC Manager and Joint Information Center personnel of all positive or negative situations that could become newsworthy - including public feedback about LAC services
4. Coordinate with LAC Manager to conduct all media interviews
5. Write talking points for appropriate County representatives
6. Escort media during LAC visits
7. Provide assistance to the LAC Manager during VIP visits and report VIP visits to Joint Information Center personnel
8. Provide guidance for handling media requests to LAC Manager
9. Provide LAC press releases to Joint Information Center (JIC), as directed by JIC Manager (All press releases will be disseminated by JIC personnel.)

### Activation Phase Actions

- Notify regular supervisor of LAC work schedule
- Review position responsibilities and clarify any issues regarding your authority and assignment
- Sign in and wear the "Communications Specialist" vest
- Check in with LAC Manager and Oversight Team Media Relations Manager
- Verify contact information
- Determine potential issues for LAC Manager/Oversight Team Media Relations Manager based on the nature, scope and severity of the issue

### Operational Phase Actions

- Review position responsibilities
- Attend ongoing situation briefings
- Report situation status to the LAC Manager and JIC
- Advise LAC Manager or Media Relations Manager for issues affecting operations
- Function calmly in situations requiring a high degree of sensitivity, tact, and diplomacy
- Communicate effectively with a variety of individuals representing diverse cultures and backgrounds

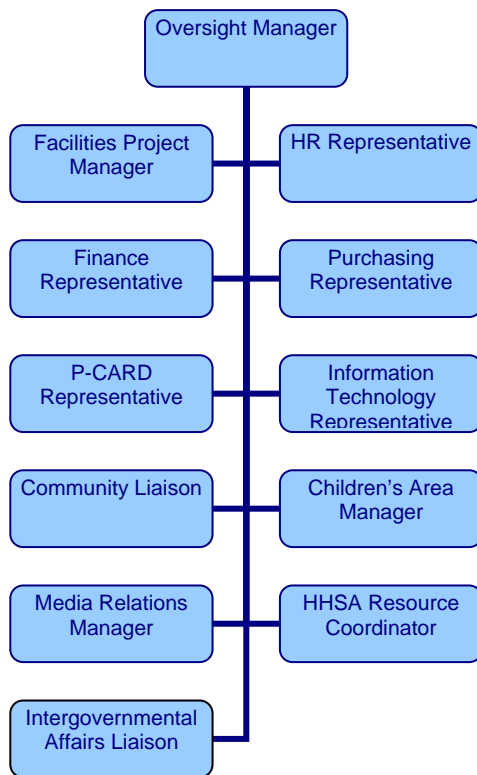
- Brief your relief at shift change to ensure ongoing activities are identified and follow-up requirements are known
- At the end of each shift, sign out and return the vest

**Deactivation Phase Actions**

- Demobilize when authorized by the LAC Manager
- Ensure that any open actions are handled by the appropriate person/section or transferred to other LAC elements as appropriate
- Ensure that all required forms and reports are completed and provide all documentation to Administrative Support prior to your release and departure from the LAC
- Contact any of your staff that had been scheduled to work in the LAC and notify them of deactivation
- Contact your regular supervisor and notify him/her of deactivation
- Leave forwarding information, including cell numbers and email
- Sign out and turn in vest
- Participate in the LAC After Action Report

**Organizational Structure**

**LAC OVERSIGHT TEAM**



**LAC TEAM**

