

## Communications Specialist 2

### I. KIND AND LEVEL OF WORK

Under limited supervision, this second level professional classification administers a public information or general education program [e.g., Plain Language, Video Production, Website Design] for an agency, or provides strategic communications counsel to internal clients, advising on best practices for reaching desired goals. Incumbents may provide lead work and delegate work tasks to other members of the communications team. Work is subject only to general review of results obtained.

### II. DISTINGUISHING CHARACTERISTICS

The Communications Specialist 1 differs from the Communications Specialist 2 as the Communications Specialist 2 relies on greater knowledge of underlying communications principles to independently administer a major agency-wide communications program. Incumbents are able to determine how communications work is performed using judgment and determining how communications and marketing objectives should be achieved. Further, they provide strategic counsel to internal clients and may provide lead work and delegate work tasks to other members of the communications team.

### III. EXAMPLES OF WORK/DUTIES

*(A position may not include all the work examples given, nor does the list include all that may be assigned.)*

- Lead internal and external communications planning and execution for agency clients by consulting with leaders and subject matter experts to proactively create and implement strategic communications plans that support agency strategic goals.
- Support the expansion of proactive media relations efforts to increase agency's visibility and awareness of programs and services by coordinating public affairs activities, building relationships with members of the media; and leveraging media coverage through social media, website content, internal newsletters.
- Design, create, and updating of web content, presentation and accessibility.
- Support agency's preparedness response needs for crisis and risk communication, including the design and management of information resources and coordinated response for use in emergencies.

- Write and edit web content by working with subject matter experts to create and edit web content for a variety of audiences.

#### **IV. KNOWLEDGE, SKILLS, AND ABILITIES**

*Knowledge of:*

- Principles of journalism, printing, and publications, as well as the techniques of news and information writing to produce communications for all internal and external audiences.
- Strategic communication and marketing principles.
- Associated Press style and plain language principles.

*Skill in:*

- Writing and editing.
- Online technology sufficient for creation and curation of social media and web content.

*Ability to:*

- Evaluate communication issues, identify potential solutions, implement and resolve those issues.
- Develop effective information and messages on complex technical subjects for general audiences.
- Write effectively and produce content for a variety of sources and audiences.
- Proficiency with online tools including content management systems, mass email tools, photo storage solutions, and graphic design tools.

### **LICENSURE/CERTIFICATION/STATUTORY REFERENCES**

N/A

### **SPECIAL WORK CONDITIONS**

N/A

### **REFERENCES**

Former title(s):

### **REVISION HISTORY**

Established 03/2023

Revised