

## Communications Manager 3

### I. KIND AND LEVEL OF WORK

Under general direction, this class is the third in a series of three managerial classes that serves as the communications director in organizations with multiple communications, media relations, and public affairs functions that have differing objectives and areas of focus. This includes agencies with 24/7 operations and significant media attention. Positions in this classification provide broad oversight to internal and external communications, public relations, media relations, reputation management, and regulatory functions.

### II. DISTINGUISHING CHARACTERISTICS

Positions in the Communications Manager 3 class serve as the primary communications representative for an agency of significant complexity, including agencies with 24/7 operations and considerable media interest. Incumbents routinely encounter situations that require both novel and sensitive communications solutions. Incumbents have broad discretion within agency objectives and precedents to determine the appropriate communications strategy.

### 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.)*

- Leads the development, implementation, and integration of a cohesive communications and public relations strategy for agencies with 24/7 operations, across media platforms, aimed at informing and engaging citizens, and promoting and advancing the agency mission, goals, values, culture, and priorities.
- Leads and manages agencywide communications and public relations staff and programs to ensure promotion, support, and awareness of the agency mission, vision, goals, priorities, initiatives, programs, and services.
- Advises the agency executive's staff on communications trends, strategy, and public relations, internally and externally and collaborates as a member of the Senior Management Team to ensure alignment and coordination with agency operations.
- Direct communications surrounding controversial issues, including development and implementation of proactive strategies and messages to shape public understanding.

Advise the commissioner and other members of senior management regarding public implications of issues and potential solutions.

- Serves as the primary point of contact with the Governor’s Office, and communications directors at state, county, and federal agencies, organizations, and media outlets, and often acts as agency spokesperson on high-profile, politically and/or legally sensitive, or emergency issues.
- Directs the development, implementation, and evaluation of agencywide internal and external communications and public relations programs to increase employee, public, and stakeholder awareness, and knowledge of mission, vision, goals, priorities, initiatives, programs, and services.

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

*Knowledge of:*

- Journalistic principles, communications, and public relations practices sufficient to provide technical consultation to the Commissioner and senior agency staff, as well as to direct the development, implementation, and alignment of agency strategies, initiatives, programs, and services.
- Administrative, judicial, and legislative processes, procedures, and politics, sufficient to authorize contracts, testify at hearings, direct budget preparation, administer funding, and respond to legislative requests.
- Federal and state laws, Executive Orders, guidelines, policies, and procedures governing appropriate and legal communication requirements (e.g., Plain Language, Data Practices, Data Retention, Web Content Accessibility Guidelines, etc.) to ensure agencywide universal access using multiple platforms.

*Skill in:*

- Collaboration with colleagues and external partners and stakeholders, including building and maintaining trusting relationships, clearly defining and negotiating roles and goals, providing continuous communication and support, troubleshooting, and developing of a consistent pattern of successful teamwork
- Leading an agency communications unit across multiple organizational divisions sufficient to guide staff and develop consistent and cohesive messages.

*Ability to:*

- Synthesize complex, novel, and gray areas of agency policy and effectively communicate with a variety of diverse audiences.
- Prioritize communication’s unit work and simultaneously guide staff in juggling multiple high-level, time-sensitive projects, in addition to dealing with incoming crisis issues, all with competing deadlines.

## LICENSURE/CERTIFICATION/STATUTORY REFERENCES

N/A

## SPECIAL WORK CONDITIONS

N/A

## REFERENCES

Former title(s):

## REVISION HISTORY

Established 03/2023

Revised