

POSITION DESCRIPTION  
**FRANKLIN COUNTY CHILDREN SERVICES**

An Equal Opportunity Employer

<b>JOB CLASSIFICATION:</b> <i>Administrative Officer 1</i>		<b>DIVISION:</b> <i>Communications Division</i>	<b>DEPARTMENT:</b>
<b>WORKING TITLE:</b> <i>Communications Director</i>		<b>PCN &amp; CLASSIFICATION OF SUPERVISOR:</b> <i>701000 Executive Director 1</i>	<b>JOB STATUS:</b> <i>Full-time</i>
<b>CLASSIFICATION NO.:</b> <i>63131</i>		<b>PCN:</b> <i>702000</i> <b>PAY RANGE:</b> <i>34</i>	<b>REVISION DATE:</b> <i>7/19</i>
<b>EQUIPMENT USED:</b> <i>telephone camera computer automobile</i>			
<b>MINIMUM QUALIFICATIONS/EDUCATION /TRAINING REQUIRED:</b> <i>Completion of academic core coursework in business or public administration (or 30 mos. administrative, management or supervisory exp.); or equivalent.</i> <b>PREFERRED:</b> <i>Master's degree with coursework in journalism, marketing, and public affairs; extensive related work experience.</i>			
<b>PURPOSE:</b> <i>Employee is a member of Executive Council; develops and manages all communications, public relations, marketing, education, levy support and community outreach for the agency. The employee will help the achieve the agency's strategic plan goals and objectives that focus on Safety, Permanency and Well-being for the children and families served by the agency. The employee is committed to practicing cultural competence by: working respectfully and effectively with people of all cultures, classes, races, genders, ethnic backgrounds, religions, sexual orientations, mental and physical abilities, ages and appearances in a manner that recognizes, affirms and values the worth of individuals, families and communities and protects and preserves the dignity of each. The employee will adhere to the agency's Guiding Principles by serving as a child welfare professional, valuing every child, honoring families, and valuing partnerships.</i>			
	<b>JOB DUTIES:</b>		
30%	<i>Directs comprehensive agency communications program internally and externally including website and social media coordination; directs marketing, branding and development activities; handles media relations including responding to crisis media calls and developing positive media stories; ensures coordinated agency message on all print and electronic media and agency materials; writes copy for brochures, articles, annual reports and event programs; supports levy planning and promotion.</i>		
20%	<i>Analyzes agency image; develops strategies for improving image; serves as agency ambassador at various community functions; reports community sentiments to Board and Executive Director; develops strategies to improve community relations; serves as a member of Senior Management Team and serves on various internal and committees; administers and prepares Division budget and personnel plan; oversees Communications Division.</i>		
20%	<i>Coordinates development of and proofreads all print and electronic materials; writes speeches for board members and Executive Director; oversees professional and public education programs; presents oral/written materials to public groups as Agency spokesperson; develops special events and promotional opportunities for the agency; represents Agency and Executive Director on community task groups, committees and meetings.</i>		

Administrative Officer 1 – Communications Division  
(Communications Director)  
PCN 702000  
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15%

*Manages Community Outreach (including recruitment activities for foster and adoptive parents and volunteers); manages Volunteer program.*

10%

*Participates in program/strategic planning with management team; serves on Agency leadership team; serves on the Risk Management Committee and serves as Executive Council Liaison to several committees.*

5%

*Performs other related duties as assigned.*

***\*Other related duties may include handling cases from Intake, if needed and if determined by HR to be qualified to do so.***

<p>List no. of positions and Class Titles of positions supervised</p> <p>1 Administrative Secretary 1 1 Social Program Administrator 2 1 Public Information Officer 2</p>	<p>_____</p> <p>Signature of Agency Representative</p>	<p>_____</p> <p>Date</p>
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