



# COUNTY OF HIDALGO

## Department of Human Resources

Job Title: **COMMUNICATIONS SPECIALIST II**  
Grade: 11

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*The County of Hidalgo Department of Human Resources reserves the right to select candidates considered to be the most highly qualified based on education and experience. The hiring department will interview and select the candidates provided by the Department of Human Resources.*

### **GENERAL DESCRIPTION**

Performs routine (journey-level) communications work. The Communication Specialist uses specialized knowledge and skills obtained through education and experience to implement, maintain and manage internal and external communication efforts in the County. Works under moderate supervision, with limited latitude for the use of initiative and independent judgment.

### **EXAMPLES OF WORK PERFORMED**

Coordinate and monitor communications between the County and community including social media

Serve as a contact for media inquiries and requests for information

Disseminate information when necessary in response to media inquiries

Develop and maintain relationships with the local media, including newspaper and electronic outlets

Manages constituent related front office activities, such as complaints, correspondence, and other similar administrative and customer support functions

Assist in the preparations of presentations or speeches

Develop and implement a communication strategy that includes media outreach and social media content creation.

Evaluate results of communication campaigns with the team

Provide creative support for internal and external communication efforts including print publications, web sites, electronic communication, community engagement, media and video productions

Research and write press releases, and content for the county website, infographics, blogs and newsletters

Acquire and maintain a detailed knowledge of the company's policies, principles and strategies, and to keep up-to-date with relevant developments

Provide support to County staff as needed related to the use of communication platforms in the County

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Perform other related duties, as assigned

## **EXPERIENCE AND EDUCATION**

Graduation from an accredited four (4) year college or university with major course work in business or public relations, journalism, or communications

One (1) year of experience in journalism, communications or public relations

Two (2) years of related experience may be substituted for one (1) year of education

## **CERTIFICATES, LICENSES AND REGISTRATION**

Must have a current valid Texas motor vehicle operator's license

Must be able to be insured by the County's insurance carrier

## **KNOWLEDGE, SKILLS AND ABILITIES**

Extensive knowledge of social media and emerging communication platforms

Knowledge of English grammar, various communication media uses, format requirements, audiences, etc.

Skill in establishing and maintaining cooperative working relationships with other employees, departments, representatives from the media, civic groups and public

Skills in writing and editing

Ability to perform under stress and when confronted with emergency situations.

Knowledge of the ethical guidelines applicable to all communications personnel as outlined by professional standards, laws, rules, regulations and procedures

Competencies in desktop publishing skills and graphic production and design (Experience with Adobe Creative Suite programs including Premiere Pro, Photoshop, Illustrator and InDesign)

Ability to compose and produce a variety of informational material for release to media or publications

Ability to communicate complex ideas effectively both orally and in writing

## **PHYSICAL DEMANDS**

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job.

While performing the duties of this job, the employee is regularly required to talk or hear. The employee frequently is required to stand. The employee is occasionally required to walk; sit; use hands to find, handle, or feel objects, tools or controls; reach with hands and arms; climb or balance; stoop and kneel.

The employee must occasionally lift and/or move over twenty-five (25) pounds. Specific vision abilities required by this job include close vision, depth perception, and the ability to adjust focus.

## **WORK ENVIRONMENT**

The work environment characteristics described here are representative of those an employee encounter while performing the essential functions of this job.

The noise level in the work environment is usually moderate.

## **SAFETY REQUIREMENTS**

Maintain physical conditions appropriate to the performance of assigned duties and responsibilities which may include the following:

- sitting for extended periods of time
- standing for extended periods of time
- operating assigned equipment

Maintain mental capacity which permits:

- making sound decisions and using good judgment
- demonstrating intellectual capabilities

Effectively handle a work environment and conditions which involve:

- working closely with others
- working in a multi-task environment

Maintain effective audio-visual discrimination and perception needed for:

- making observations
- reading and writing
- operating assigned equipment
- communication with others
- required to follow the County of Hidalgo Accident Prevention Plan and department's safety regulations