



# COUNTY OF NYE

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## CLASS TITLE: PUBLIC COMMUNICATIONS MANAGER

### BASIC FUNCTION:

Under general direction of the County Manager, provides leadership, plans, organizes, and directs the activities of the Nye County Public Communications Department; oversees the administrators of public information, public records, and records management; policy development and project planning, budget development, and strategy development; and performs related duties as assigned.

**REPRESENTATIVE DUTIES:** *(Performance of these functions is the reason the job exists. Assigned job tasks/duties are not limited to the representative duties).*

1. Serves as the primary Public Communications Department contact for Nye County: Administration, departments, and elected officials. Providing both ongoing and assisting with emergency information to the media when requested. Review service requests, evaluate scope and impact, and assign projects to staff members.
2. Plans, organizes, assigns, supervises, reviews, and evaluates the work of assigned staff; determines work schedules and authorizes leave; and assures the effective, efficient, and timely completion of public records and records management under state law and county code.
3. Provide direction and support for complex records projects; work with the District Attorney's Office and IT on complex records management and requests; ensure reporting complies with state NRS 239, court rulings, and federal laws and regulations.
4. Prepares and monitors the Public Communications Department's goals, budgets, contracts, and grants.
5. Develops and coordinates content creation for Nye County's online presence on branded websites and social media platforms, maintaining the appropriate use of County logos and brands.
6. Advises and arranges appearances or press statements from departments, and elected offices, when requested and appropriate, by providing guidance and strategies to present. Notifies the media of newsworthy events by providing pertinent information and alerts the media to upcoming events. Arranges press interviews or press conferences when appropriate.
7. Prepares and conducts Public Communications Department training to departments and elected officials. Ensures suitability and consistency of County messaging across all county departments.
8. Directs the maintenance of and/or maintains accurate records and files related to the areas of assignment.
9. Acts as a county liaison with various County towns, organizations, and state offices; may represent the County at business, civic and other external functions.

10. Collaborates with County staff and elected Officials to obtain status on projects, activities, and events to incorporate into press releases.
11. Oversees and coordinates Public Communication activities designed to ensure open avenues of communication and promote public understanding and support for County activities and objectives via the County and Town of Pahrump websites, and social media pages.
12. Monitors Nye County's social media pages including, but not limited to: Facebook, X, and Instagram. Follow and implement emerging social media trends where appropriate.
13. Represents the County with dignity, integrity, and a spirit of cooperation in all relationships with staff and the public.

#### **EDUCATION AND EXPERIENCE:**

Bachelor's Degree in Communications, Public Affairs, Journalism, or closely related field; AND two (2) years of professional experience in EITHER developing and implementing public information programs, OR as a writer or editor in the print or broadcast media; OR an equivalent combination of education, training and experience.

#### **LICENSES:**

Possession of a valid Nevada driver's license.

#### **Knowledge & Skills:**

Knowledge of principles and practices of public information, media relations and effective community outreach; Principles and methods of developing effective informational and educational materials for the print and broadcast media; Administrative principles and practices, including goal setting and program development, implementation and evaluation; Principles and practices of budget development and administration; Project management and analytical techniques; Functions, activities and goals of a county government; Applicable laws, codes and regulations; computer applications, including graphics and desktop publishing, related to the work; Standard office practices and procedures, including filing and the operation of standard office equipment; Record management principles and practices; Correct business English, including spelling, grammar and punctuation; basic supervisory principles and practices.

Skills in managing multiple projects and responses. Developing and maintaining effective media relations; preparing and editing effective written informational and educational materials; planning, directing and reviewing the work of others on a project or day-to-day basis; developing and implementing goals, objectives, policies, procedures and work standards; independently performing professional project and programmatic work in the area(s) to which assigned; using initiative and independent judgment within general policy guidelines; interpreting, applying and explaining applicable laws, codes and regulations; maintaining and directing the maintenance of accurate records and files; contributing effectively to the accomplishment of team goals, objectives and activities; dealing successfully with a variety of individuals from various socio-economic, ethnic and cultural backgrounds, in person and over the telephone, often where relations may be confrontational or strained; making effective oral presentations to large and small groups.

#### **WORK DIRECTION, LEAD AND SUPERVISORY RESPONSIBILITIES:**

The County Manager provides administrative direction. Position responsibilities include direct supervision of staff responsible for public information, public records, and records management; indirect guidance is provided to elected officials, department heads, support staff, and county partners.

**CONTACTS:**

Co-workers, other department personnel, public, media, and vendors.

**PHYSICAL EFFORT:**

In compliance with applicable disability laws, reasonable accommodation may be provided for qualified individuals with a disability who require and request such accommodation. Incumbents and individuals who have been offered employment are encouraged to discuss potential accommodation with the employer.

**WORKING CONDITIONS:**

Mobility to work in a typical office setting, use standard office equipment and stamina to sit for extended periods of time; strength to lift and carry up to 20 pounds; vision to read printed materials; and hearing and speech to communicate in person or over the telephone; work is subject to exposure to weather conditions, fumes, dust, and hazardous chemicals.

**THIS JOB SPECIFICATION SHOULD NOT BE CONSTRUED TO IMPLY THAT THESE REQUIREMENTS ARE THE EXCLUSIVE STANDARDS OF THE POSITION. INCUMBENTS MAY BE REQUIRED TO FOLLOW ANY OTHER INSTRUCTIONS, AND TO PERFORM ANY OTHER RELATED DUTIES OF EQUAL OR LESSER VALUE.**

**CONDITIONS OF EMPLOYMENT:**

Nye County participates in E-Verify and will provide the Social Security Administration (SSA\_ and, if necessary, the Department of Homeland Security (DHS), with information from each applicant's Form I-9 to confirm work authorization. All candidates who are offered employment must complete Section 1 of the Form I-9 along with required proof of their right to work in the United States and proof of their identity prior to starting employment. Please be prepared to provide any required documentation as soon as possible after the job offer is made.

This job description indicates, in general, the nature and levels of work, knowledge, skills, abilities and other essential functions (covered under the Americans with Disabilities Act) expected of the incumbent. It is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities required of the incumbent. Incumbent may be asked to perform other related duties, of equal or lesser value, as required.