

DIRECTOR OF STRATEGIC COMMUNICATIONS

DISTINGUISHING FEATURES OF THE CLASS: This is primarily professional communications and public relations work involving responsibility for coordinating and overseeing all communications from the County Executive and Rockland County departments. The work emphasizes the systematic planning and coordination of communications and media development in order to ensure effective long-term communications relationships and the dissemination of integrated and clear messages on behalf of the County Executive. The work is performed under the general direction of the County Executive. Does related work as required.

TYPICAL WORK ACTIVITIES:

Develops policies and procedures for the systematic planning and coordination of communications and media development in order to ensure effective long-term communications between departments and the County Executive and with media outlets;

Plans communication policies and procedures in order to ensure integrated, accurate, and clear messages on behalf of the County Executive;

Oversees the preparation of all departmental press releases by discussing matters of public interest with County Executive staff and department heads, reviewing and editing sensitive and complicated press releases, clarifying information, etc.;

Develops and manages social media outlets related to matters of public interest;

Prepares press releases of a highly sensitive nature and those related to complex matters;

Serves as the chief spokesperson for the County Executive and acts as chief liaison to newspaper reporters and editors, radio stations, television reporters, etc. on behalf of the County Executive;

Provides guidance to County department heads and commissioners regarding public relations matters;

Plans, coordinates, and oversees the implementation of public information events, including but not limited to County Executive press conferences;

Acts as the chief speechwriter for the County Executive;

Accompanies the County Executive to local, regional, and New York State press events, interviews, and meetings in order to assist with finalizing speeches and talking points, gathering information, responding to questions, clarifying information, etc.;

Monitors current and emerging issues of importance to the public and develops responses, confers with department heads regarding related public relations issues, and advises the County Executive on communications regarding such matters;

Attends meetings, conferences, public hearings and other public forums to gather and exchange information and represent the County Executive, as necessary.

FULL PERFORMANCE KNOWLEDGE, SKILLS, ABILITIES AND PERSONAL CHARACTERISTICS:

Thorough knowledge of the principles and practices of effective public relations and communication, including strategic communications practices; thorough knowledge of the principles and techniques used to evaluate the effectiveness of a public relations program; thorough knowledge of the functions and organization of Rockland County government and its operations; ability to communicate effectively, both orally and in writing; ability to prepare and edit press releases; ability to establish and maintain cooperative relations with others, especially the press.

MINIMUM QUALIFICATIONS: Qualifications to be determined by the appointing authority.

R.C.D.P. (02.17.2014) 05.14.2015
Exempt