



## COMMUNICATIONS SPECIALIST II

**DEPARTMENT:** Human Resources/Communications

### **NATURE OF WORK:**

Performs responsible, professional work in the areas of video production, marketing, cable programming, and/or public information, writing, editing, media relations, photography, and publications. Work is performed under the general supervision of the Communications Director.

### **ESSENTIAL FUNCTIONS OF THE JOB:**

#### Public Information, Writing, Editing, Media Relations, Photography, and Publications

Writes and coordinates publication of the citizen newsletter, its supplements, and the County's Annual Progress Report. Solicits articles from County departments; researches, writes, edits, and proofreads publications; provides Graphics with approved copy for layout and design; ensures timely printing and distribution of newsletter; maintains associated electronic and paper files.

Supports Cable Administrator with the Cable Communications Committee meetings; sets agenda, takes minutes; mails information packets, processes complaints, and maintains cable files.

Reports on County events and meetings for release of information to media sources and County communications outlets.

Serves as staff support to various citizen committees.

Works as emergency public information officer during County-wide crises.

Writes or provides editorial support for information brochures or newsletters for communication both within the organization and for the public; assists in scheduling photography and other appropriate publicity when necessary; writes and edits various news releases as assigned.

Oversees content management of County web site and supports development of future web-based initiatives.

Assists with scheduling and preparation for video production; coordinates talent, location logistics, and other preproduction needs.

#### Video Production, Cable Programming

Develops and promotes JCC TV48 marketing plan to encourage local viewership. Edits video production using non-linear systems as required.

Performs complex live television transmission of James City County, City of Williamsburg, and Williamsburg-James City County School Board government meetings, including any associated on-screen computer-generated graphic enhancements.

Conducts comprehensive training sessions to all Board Room users on the operation of the “Smart Podium” and other related equipment for presentation and general room use; recruits trainees, sets up classes, and develops syllabus, training materials, and handouts.

Monitors policies and procedures for the public access channel; schedules and assists with production as required.

Oversees the schedule, reservations, and set up for the Board Room and Meeting Room; provides audio-visual equipment and technical assistance for users.

Assists with JCC TV48 productions, including development and production of new program concepts, editing, and set design.

Produces special video programs on pertinent topics as requested. Researches, writes, and scripts programs; schedules hosts, guests, and technical support; operates cameras and other equipment as needed.

Programs County government and community-related printed information for broadcast over JCC TV 48 and the public access channel. Compiles, edits, and types information into character generator in compliance with time stipulations set by department; develops and maintains airing schedule.

### General

Composes and prepares memoranda and correspondence.

Coordinates special events and projects as needed.

Assists a variety of staff, appointed and elected officials, and County Administration in developing and supporting their video and communication needs.

Assists Communications staff in determining annual budget needs.

Performs work safely in accordance with departmental safety procedures and the County Safety Program. Operates equipment safely and reports any unsafe work condition or practice to supervisor.

Performs other related duties as required.

### **JOB LOCATION AND EQUIPMENT OPERATED:**

Duties are performed in an office setting, at the County cable studio, Board Room, and at various locations throughout the County. Requires driving a vehicle to assigned work locations, and attendance at night meetings. Operates standard office equipment including telephone, computer keyboard, calculator, and copier. Also, may operate video camcorders, microphones, studio cameras, character generator, and other video equipment as needed.

## **REQUIRED KNOWLEDGE, SKILLS, AND ABILITIES:**

### Public Information, Writing, Editing, Media Relations, Photography, Publications

Knowledge of:

- Principles and practices of public relations and public information, including conduct of media relative to public agencies.
- News media and other informational distribution resources.
- Various journalistic styles.
- Methods, techniques, and procedures pertaining to preparation of new releases and news copy, promotional brochures, electronic medium, and other informational materials.

### Video Production, Marketing, and Cable Programming

Knowledge of:

- Principles, technology, and techniques of television and video production and equipment.
- Principles and practices of producing and cablecasting video programming.
- Operating characteristics of video equipment used in all aspects of production, including maintenance and minor equipment repairs.
- Audio/visual and computer equipment and specialized computer workstations.
- Current trends and developments of multimedia technologies.

Ability to:

- Operate video equipment, including cameras, field production equipment, lighting, and audio recording instruments, monitors, and computers.
- Develop program ideas and write scripts for programming.

### General

Knowledge of:

- Pertinent local, State, and Federal laws, rules, and regulations.
- Correct English usage, vocabulary, spelling, grammar, and punctuation.
- Computer operations and software, including word processing, spreadsheets, and databases.

Ability to:

- Gather, analyze, interpret, and report research findings as directed.
- Communicate orally and in writing sufficiently to express ideas and thoughts clearly, concisely, effectively, and creatively.
- Coordinate and present training and workshops.
- Continually and consistently interact positively, pleasantly, and professionally with all citizens and employees and the media.
- Understand and interpret complex policies, rules, and regulations.
- Take notes and prepare reports of discussions and actions taken.
- Proof and edit documents.
- Compose difficult correspondence, memoranda, press releases, publications, and promotional materials creatively and independently.

- Maintain confidentiality of privileged information obtained during course of work.
- Operate a personal computer and peripheral equipment, use advanced word processing, spreadsheet, and database applications; make charts and graphs; operate a variety of modern office machines and equipment such as scanner, typewriter, calculator, fax, and copier.
- Meet the public in situations requiring tact, diplomacy, and discretion.
- Provide information and assistance to the public and staff members in a helpful, courteous, and timely manner.
- Establish and maintain effective working relationships with those contacted in the course of work.
- Work independently with limited supervision.
- Communicate clearly and concisely, both orally and in writing.
- Plan and organize work to meet schedules and time lines in an environment with constantly changing priorities.

**MINIMUM QUALIFICATIONS:**

Public Information, Writing, Editing, Media Relations, Photography, and Publications

Bachelor's Degree in journalism, communications, public relations or a closely related field and considerable work experience in public information, public relations, journalism, writing and editing publications, marketing, media relations or communications, or any combination knowledge, skills, and abilities.

Video Production, Marketing, and Cable Programming

Bachelor's Degree in journalism, communications or a closely related field with major course work in television production, communications, videography, or related field; and work experience in video production, cable programming, or any combination of knowledge, skills, and abilities.

**NECESSARY SPECIAL QUALIFICATIONS:**

Requires a valid Virginia driver's license.  
Requires attendance at night or weekend meetings.

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# IDENTIFICATION OF GENERAL APTITUDES AND PHYSICAL REQUIREMENTS

Position Title \_\_\_\_\_ Position Number \_\_\_\_\_  
Department \_\_\_\_\_ Division \_\_\_\_\_

The Americans with Disabilities Act requires that we identify the general aptitudes and physical requirements needed to perform the job listed above. Individuals who have the position must be able to perform all essential job functions unaided or with reasonable accommodation.

**I. Mental Abilities:** General learning ability. The ability to “catch on” or understand instructions and underlying principles.

- Ability to understand and follow oral instruction
- Ability to understand and follow written instruction
- Ability to guide and/or give instructions
- Ability to make decisions in accordance with established procedures and policies
- Not essential to job function

**II. Verbal Abilities:** Ability to understand meanings of words and ideas associated with them and to use them effectively. To comprehend language, to understand relationships between words, and to understand meanings of whole sentences and paragraphs. To present information or ideas clearly.

**1. Speaking/Talking:**

- Answering telephone, radio, or switchboard
- Communicating with County officials
- Communicating with general public
- Communicating with vendors
- Communicating with supervisors and/or with other employees
- Communicating with others \_\_\_\_\_
- Not essential to job function

**2. Hearing/Listening:**

- Ability to distinguish between different tones
- For communication with County officials, public, vendors, supervisors and/or other employees
- Not essential to job function

**3. Reading:** (ability to read and understand text)

- Essential to job function
- Not essential to job function

**III. Numerical:** Ability to perform arithmetic operations quickly and accurately.

- Ability to mentally perform accurate two digit calculations
- Ability to perform accurate calculations aided by a calculator, adding machine or measurement device
- Not essential to job function

**IV. Spatial Abilities:** Ability to comprehend forms in space and understand relationships of plane and solid objects. May be used in such tasks as blue print reading and in solving geometry problems. Frequently described as the ability to “visualize” objects of two or three dimensions, or to think visually of geometric forms.

- Essential function
- Not essential function

**V. Motor Coordination:** Ability to coordinate eyes and hands or fingers rapidly and accurately in making precise movements with speed. Ability to make a movement response accurately and quickly.

**1. Manual Dexterity:** Ability to move the hands easily and skillfully. To work with the hands in placing and turning motions.

- |   |   |
|---|---|
| <input type="checkbox"/> Use telephone      | <input type="checkbox"/> Manipulate computer keyboard and mouse |
| <input type="checkbox"/> Use switchboard    | <input type="checkbox"/> Use postage machine                    |
| <input type="checkbox"/> Use radio/console  | <input type="checkbox"/> Use hand tools                         |
| <input type="checkbox"/> Use a calculator   | <input type="checkbox"/> Use power tools                        |
| <input type="checkbox"/> Use a copy machine | <input type="checkbox"/> Other: _____                           |
| <input type="checkbox"/> Use a fax machine  | <input type="checkbox"/> Not essential to job function          |

**2. Finger Dexterity:** Ability to move the fingers and manipulate small objects with the fingers rapidly or accurately. For example: electrical wiring.

- Essential to job function
- Not essential to job function

Explain: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**VI. Physical Demands:**

**1. Strength:** The quality, state or property of being strong. The power to withstand strain, force or stress.

Please check (✓) in appropriate boxes below.

Ability to manipulate materials and/or equipment (lbs)							Frequency of Manipulation		
	5-	5-10	10-15	15-25	25-50	50+	Occasionally	Frequently	Continuously
<b>Lift</b>									
<b>Push/Pull</b>									
<b>Hold/Carry</b>									

Manipulation done from:  ground to waist     waist level     waist to shoulder     above shoulder  
(Check all that apply)

Not essential to job function:  Lift     Push/Pull     Hold/Carry (Check all that apply)

**2. Climbing:** To move up or mount by using the hands or feet.

- | <u>Ladders</u>   | <u>Stairways</u>                                       | <u>Steps</u>   |
|--|--|--|
| <input type="checkbox"/> Step stool                    | <input type="checkbox"/> 1 flight                      | <input type="checkbox"/> 1-2                           |
| <input type="checkbox"/> 8' to 10' step ladder         | <input type="checkbox"/> 2 flights                     | <input type="checkbox"/> 2-3                           |
| <input type="checkbox"/> Extension ladder              | <input type="checkbox"/> 3 or more flights             | <input type="checkbox"/> 3-4                           |
| <input type="checkbox"/> Other _____                   | <input type="checkbox"/> Other _____                   | <input type="checkbox"/> Other _____                   |
| <input type="checkbox"/> Not essential to job function | <input type="checkbox"/> Not essential to job function | <input type="checkbox"/> Not essential to job function |

**3. Ability to Stand, Sit, Walk, and Run:**

Please check (✓) in appropriate boxes below.

Duration (hours/day)							Occasionally	Frequently	Continuously
	0-1	1-3	3-5	5-7	7-9	9+			
<b>Stand</b>									
<b>Sit</b>									
<b>Walk</b>									
<b>Run</b>									

If walking or running, over what type of terrain?  flat     rough     both

Not essential to job function:  Stand     Sit     Walk     Run (Check all that apply)

**4. Stooping, Kneeling, Crouching, and/or Crawling:**

To bend forward or down from the middle of the waist or the middle of the back, to bend downwards, to lower oneself and/or to move freely on hands and knees.

**Daily Amounts**

- 0-5x                       5-20x                       20-50x                       50+x
- Other \_\_\_\_\_                       Not essential to job function

**5. Reaching, Handling, Fingering, and/or Feeling:**

To stretch out, extend, or put forth a bodily part. To touch or grasp something, by extending or stretching. To touch, lift, hold or operate with the hands.

**Daily Amounts**

- 0-5x                       5-20x                       20-50x                       50+x
- Other \_\_\_\_\_                       Not essential to job function

**6. Seeing: To perceive or comprehend by the sense of sight.**

Essential to job function: These characteristics are necessary (Check all that apply)

- Peripheral vision
- Night vision
- Focus (distinctness or clarity)
- Color perception (discriminate between colors)
- Depth perception (determine distance relationship between objects)
- Not essential to job function

**VII. Driving: The ability to transfer or convey in a vehicle.**

<u>Transmission</u>	<u>Standard</u>	<u>Automatic</u>	<u>Multi-Gears</u>
Car	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Van	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Small Truck	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Medium Truck	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Large Truck	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Truck w/Equipment	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Heavy Bus Equipment	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Not essential to job function	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other (list) _____			