



COMMUNICATIONS SPECIALIST II

DEPARTMENT: Community Services/Recreation Administration

NATURE OF WORK:

Performs professional work overseeing and managing all aspects of the Division's communications and publications program. Duties include the development and implementation of an overall marketing plan designed to inform the public on all aspects of Parks and Recreation. Duties are performed cooperatively with the James City County Communications Division under the direct supervision of the Management and Resource Administrator.

ESSENTIAL FUNCTIONS OF JOB:

Identifies, develops, and carries out an annual marketing plan designed to inform the public of programs, services, and facilities available to enhance participation.

Prepares and/or coordinates the development and production of Division brochures, annual reports, promotional videos, award packages, and internal publications to keep employees informed.

Develops and maintains presentations related to a wide variety of Division programs and facilities.

Oversees, coordinates, and prepares news releases and ads to various news media on a regular basis and by special request.

Serves as a backup to the James City County Communications Division during times of need and County emergencies.

Maintains a positive working relationship with all local media sources in order to promote support for Parks and Recreation programs, facilities, and services.

Coordinates the maintenance of ongoing records and files related to newspaper articles, ads, promotional pieces, as well as maintain records and files of film negatives, slide prints, prints, and videotapes.

Performs and/or coordinates photographic and video needs for the Division.

Coordinates the purchase, control, and maintenance of Division audiovisual equipment including display boards.

Works with Graphics in the design of material for presentations and publications.

Maintains staff profiles, bios, and pictures to be used as appropriate for articles, awards, and background information associated with briefings, presentations, and speeches.

Acts as Division liaison with Communications on news releases and cable productions that impact the County.

Performs other related duties as assigned.

JOB LOCATION AND EQUIPMENT OPERATED:

Duties are performed primarily in an office setting. Operates 35 mm camera, audiovisual camera, and standard office equipment to include personal computer, calculator, copy machine, and telephone. Requires some evenings, weekends, and holidays.

REQUIRED KNOWLEDGE, SKILLS, AND ABILITIES:

Considerable knowledge of microcomputers and software applications such as Adobe Illustrator, Adobe Photoshop, and Word.

Considerable knowledge of layout and production ads, publications, promotional pieces, and special fliers.

Knowledge of the philosophy and objectives of public parks and recreation.

Skill in journalism techniques as they relate to writing articles, news releases, awards, and formal presentations.

Skill in customer relations.

Ability to motivate and work with others.

Ability to plan and manage work activities.

Ability to work under minimal supervision.

Ability to communicate clearly and concisely, both orally and in writing.

Ability to establish and maintain effective and harmonious working relationships with staff, business and community leaders, and news media representatives.

MINIMUM QUALIFICATIONS:

Bachelor's degree in Parks and Recreation, Business Administration, Communications, Marketing, or related field. Considerable work experience in publications and communications, or any equivalent combination of education and experience providing the knowledge, skills, and abilities cited above.

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IDENTIFICATION OF GENERAL APTITUDES AND PHYSICAL REQUIREMENTS

Position Title: Communications Specialist II Position Number: 540
Department: Community Services Division: Recreation Administration

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 State Department of Social Services, etc.
- Not essential to job function

2. Hearing/Listening:

- 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

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 checked="" type="checkbox"/> Use telephone | <input checked="" type="checkbox"/> Manipulate computer keyboard and mouse |
| <input type="checkbox"/> Use switchboard | <input checked="" type="checkbox"/> Use postage machine |
| <input type="checkbox"/> Use radio/console | <input type="checkbox"/> Use hand tools |
| <input checked="" type="checkbox"/> Use a calculator | <input type="checkbox"/> Use power tools |
| <input checked="" type="checkbox"/> Use a copy machine | <input type="checkbox"/> Other: _____ |
| <input checked="" 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
Lift		✓					✓		
Push/Pull		✓					✓		
Hold/Carry		✓					✓		

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 checked="" type="checkbox"/> Not essential to job function | <input checked="" type="checkbox"/> Not essential to job function | <input checked="" 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+			
Stand	✓						✓		
Sit				✓				✓	
Walk	✓						✓		
Run									

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)

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

Transmission	Standard	Automatic	Multi-Gears
Car	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Van	<input checked="" type="checkbox"/>	<input checked="" 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 checked="" type="checkbox"/>
Other (list) _____			