



JOB OPENING

Troup County Government

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| Position: Communications Manager | Department: Board of Commissioners | Salary: Depending on Qualifications |
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Under the supervision of the County Manager and in cooperation with Department Directors, the Communications Manager will pursue opportunities to promote the County, develop and maintain an awareness of County programs and events, and regularly contact various groups, associations and news media. The position will provide expertise in internal and external communications, public relations and media relations. Work includes extensive writing, editing, social media initiatives, measuring outcomes and working in a collaborative team environment. Serves as a key member of the County's Leadership Team.

Qualifications/Knowledge:

- ⇒ Must have a current valid driver's license; Must have 3-5 years experience in Communications, Marketing, Public Relations, etc.
- ⇒ Bachelor's Degree in Communications, Marketing, Public Relations, Graphic Design or other related field from an accredited college or university or approved equivalent combination of education and experience; Master's Degree in related field preferred
- ⇒ Must be proficient in the use of Microsoft Office suite products and Adobe Photoshop and Light Room
- ⇒ Considerable knowledge and experience in the following areas: social media, media relations, public speaking and communications; experience in branding guidelines and video editing; Ability to facilitate meetings
- ⇒ Experience with a variety of communications tools, including newsletters, websites, press releases, blogs and other social media
- ⇒ Must be able to meet tight deadlines, work well under stress and be detailed oriented
- ⇒ Must demonstrate a strong sense of initiative and be able to perform work independently
- ⇒ Knowledge of or ability to gain knowledge of county government and other related information about departments and services within the County

Essential Duties and Responsibilities:

- ⇒ Serves as the County's liaison to the general public regarding information and marketing; Improves citizens' knowledge and skills in problem solving; Works with all departments to market County resources and events
- ⇒ Develops content for communication distribution channels through identifying media opportunities by establishing and maintaining professional relationships with media personnel such as reporters, editors and news directors; Prepares, edits, coordinates and distributes press releases
- ⇒ Represents and promotes the County and its public information and marketing programs through committees, community groups and professional meetings, workshops and conferences
- ⇒ Meets with various community organizations, civic groups, citizens and the general public to determine needs and to generate interest in the County's activities and plans; Creates diverse opportunities for discussing concerns
- ⇒ Designs, develops, organizes and recommends public relations/promotional materials, program activities and strategies to assist the Board of Commissioners, County Manager, Department Heads and other County officials and employees
- ⇒ Development of creative material for public events/public engagement and internal engagement activities; Establishes goals and objectives to reach the target audience through appropriate marketing channels; Prepares presentations and brochures
- ⇒ Creation of informative and engaging internal communication publications to include the County newsletter
- ⇒ Develops and coordinates communication materials, marketing campaigns and strategies to promote community initiatives
- ⇒ Attends and documents all public relations functions for the County such as ground breaking/ribbon cutting ceremonies; Liaison between Commissioners and the media
- ⇒ Identifies and recruits participants for initiatives; Designs benchmarks and criteria for evaluation
- ⇒ Development of creative, innovative and interactive programs to extend Troup County's outreach to the public
- ⇒ Development and maintenance of County Website and other forms of communication and engagement to include Facebook, Twitter, Instagram and other innovative ways to communicate externally
- ⇒ Analyzes and generates Google Analytics and social metrics reports to evaluate website and social media performance in order to measure outcomes and make improvements to optimize web content
- ⇒ Executes implementation of software integration for advanced program/communications opportunities
- ⇒ Provides knowledge of Troup County's history, county government and all departments within the county in order to tell Troup County's story and provide relevant and accurate information to the community and to the media
- ⇒ Creates and maintains an internal communications toolbox and helps develop guidelines for graphical use of County's logo
- ⇒ Manage media relations to include handling requests for information release (inquiries, statements, etc.)
- ⇒ Performs all other related duties as assigned

Employment Applications will be accepted Until Filled on Troup County's website @ www.troupcountyga.org.

Job #: 08202020 Communications Manager

Grade 17

Valerie P. Heard

Valerie P. Heard, Human Resources Director

Eric Mosley

Eric Mosley, County Manager

Troup County is an Equal Opportunity Employer - A Drug Free and Tobacco Free Workplace