

**CLASS SPECIFICATION**  
**County of Fairfax, Virginia**

**CLASS CODE:** 1162

**TITLE:** ASSISTANT DIRECTOR PUBLIC AFFAIRS

**GRADE:** S-31

**DEFINITION:**

Under direction, assists the Director in the planning, direction, and administration of the Office of Public Affairs; assists in the direction and review of all divisions in the Agency; works with representatives of the news media to ensure their understanding of County Government activities; assists in the coordination of a comprehensive, centralized public affairs program for all County agencies; and performs related work as required.

**ILLUSTRATIVE DUTIES:**

Assists in the coordination of a comprehensive centralized public affairs program for the County;

Manages daily operations, County-wide special events, and presentations;

Assists with emergency communications and preparedness and pertinent local and regional response to crisis events and exercises;

Participates in developing policy for the agency and the County;

Provides policy guidance and serves as an information consultant to directors or representatives of County agencies;

Maintains contact with key media representatives to ensure accessibility of information channels when required;

Acts as an official County spokesperson before representatives;

Supervises the agency's Public Information Officers and Communication Specialists;

Provides guidance regarding media relations, integration of news/social media, internal/external communications, web content, marketing, risk communication and issues management;

Supervises and coordinates all details for special projects and events, including dedications, ceremonies, and displays involving the Board of Supervisors, County agencies, and the public;

Coordinates all presentations before the Board of Supervisors;

Coordinates clipping service for the Board of Supervisors, County Executive, Deputy County Executives and County agencies;

Prepares "how to" books for other County information officers to encourage uniformity in methods of information dissemination;

Supervises the office administration function to include purchasing, personnel, and administrative reporting and budget preparation.

**REQUIRED KNOWLEDGE, SKILLS AND ABILITIES:**

Thorough knowledge of the principles and practices of journalism and public relations;

Knowledge of the organization and operation of the County government and its departments and agencies;

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Knowledge of the methods for preparing information to increase the likelihood of its use;  
Ability to develop and maintain effective working relationships with County government officials and representatives of the media;  
Ability to speak extemporaneously on a broad variety of County-related issues;  
Ability to write creatively and effectively;  
Ability to meet deadlines and work under pressure;  
Ability to adapt broadly defined policy guidance to specific situations;  
Ability to plan and supervise the work of others.

**EMPLOYMENT STANDARDS:**

Any combination of education, experience and training equivalent to graduation from an accredited four year college or university with a bachelor's degree in journalism, government, public administration or related field and seven years of progressively responsible experience in public information, broadcasting or publications editing, including one year of responsible supervisory experience in a large government agency.

RETITLED:	February 26, 2008
REFORMATTED/REVISED:	December 3, 2007
REVISED:	December 23, 2002
ESTABLISHED:	February 29, 1988