

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

**CLASS CODE:** 1256    **TITLE:** COMMUNICATIONS SPECIALIST I    **GRADE:** S-21

**DEFINITION:**

Under general supervision, executes details of communication programs and projects; including planning and conducting special events; proofreading and editing; drafting materials; developing and preparing reports; and performs other duties as required

**DISTINGUISHING CHARACTERISTICS OF THE CLASS:**

The Communications Specialist I is distinguished from the Communications Specialist II in that the Communications Specialist II works independently to supervise, manage and implement a total strategic communications program on behalf of the department and/or County while a Communications Specialist executes details of communications programs and projects.

**ILLUSTRATIVE DUTIES:**

Implements photographic coverage of events;  
Implements a speaker's bureau;  
Makes presentations on behalf of the department to community and by County officials;  
Implements event and meetings;  
Writes speeches for presentation to community and County;  
Writes proposals in support of departmental goals and projects;  
Produces multimedia productions to support the goals of the department (multimedia may include audio, video or online productions);  
Implements print production projects;  
Serves as a member of the department's communication planning (strategic planning, action planning) team;  
Makes public presentations on behalf of department;  
Responds to requests for information regarding agency/County programs;  
Provides assistance to agency/County staff as to the most effective means of communicating information to the general public, government employees, and other target groups;  
May supervise the work of administrative or paraprofessional staff in bringing projects to completion.

**REQUIRED KNOWLEDGE, SKILLS AND ABILITIES:**

Ability to write, edit and design for departmental publications;  
Ability to write for multimedia;  
Knowledge of photography and planning photography coverage;  
Knowledge of appropriate standards and formatting for online media;  
Ability to use current computer software and e-mail systems;  
Ability to develop or create web sites;  
Ability to consult with management and other staff;  
Ability to solve problems;  
Ability to supervise projects;

Ability to manage a budget;  
Ability to work under pressure;  
Ability to adapt broadly defined policy guidance to specific situations with a minimal amount of supervision;  
Ability to work under pressure;  
Ability to participate in meaningful interchange of views on matters of critical importance to the County;  
Ability to plan and review the work of others;  
Ability to establish and maintain effective relationships with the public, the press, and County employees.

**EMPLOYMENT STANDARDS:**

Any combination of education, experience, and training equivalent to:  
Bachelors degree in communication, business administration or a related field, plus three years progressively responsible experience in communication area of specialization.

**CERTIFICATES AND LICENSES REQUIRED:**

Not applicable.

**NECESSARY SPECIAL REQUIREMENTS:**

None.

ESTABLISHED:    April 23, 2007