

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

**CLASS CODE:** 1259 **TITLE:** COMMUNICATIONS SPECIALIST IV **GRADE:** S-29

**DEFINITION:**

Under direction, serves as the senior communications specialist in the Office of Public Affairs. Directs strategic communication, financial management and customer service programs to support the mission of the County as well as manage the day-to-day departmental operations of the Office of Public Affairs, and performs other duties as required.

**DISTINGUISHING CHARACTERISTICS OF THE CLASS:**

This is a single-incumbent class.

**TYPICAL TASKS:**

Develops comprehensive strategic communication planning on behalf of the department and the County;

Supervises and manages all customer service planning and programs, such as customer contact center, for the department;

Supervises and manages the centralized administration functions for Office of Public Affairs, such as, databases, research, information resources, surveys, awards, and internal and external customers;

Plans, organizes, and manages the financial activities of the Office of Public Affairs, including such areas as accounting, budgeting, human resources, and purchasing;

Plans and implements a Speakers Bureau or plans speaking engagements for department;

Makes presentations on behalf of the department to community and County;

Plans and implements event and meetings;

Writes speeches for presentation to community and County;

Develops proposals in support of departmental goals and projects;

Coordinates presentations before the Board of Supervisors;

Implements and supervises the implementation of print production projects;

Budgeting and cost control for communication projects;

Conducts audience / constituent research for evaluation and measurement of communication programs;

Leads the department's communication planning (strategic planning, action planning) team;

May interact directly with the Board of Supervisors and County Executive's Office on behalf of the department.

**REQUIRED KNOWLEDGE, SKILLS AND ABILITIES:**

Ability to supervise the work of others in financial management and customer service;

Ability to write for departmental publications;

Ability to write for multimedia;

Ability to use current computer software and e-mail;

Ability to problem solve;

Ability to manage projects (including budgeting);  
Ability to communicate in a crisis;  
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, regional officials, and potentially national and international dignitaries and government representatives.

**EMPLOYMENT STANDARDS:**

Any combination of education, experience, and training equivalent to:  
Bachelors degree in communication, business or public administration or field related to subject matter expertise, plus 7 years of progressively responsible experience in a communication area of specialization, government relations, management or area of specialization in which the department is represented.

**CERTIFICATES AND LICENSES REQUIRED:**

Not applicable.

**NECESSARY SPECIAL REQUIREMENTS:**

None.

ESTABLISHED: May 25, 2007