

COMMUNICATIONS SPECIALIST I/II

DEFINITION

Under general supervision, produces and distributes content in a variety of media; develops and implements communications programs to support organizational goals; performs related work as assigned.

CLASS CHARACTERISTICS

Communications Specialist I is the entry-level class in the Communications Specialist series. Initially under close supervision, incumbents may be responsible for defined writing, editing, and production projects, or may assist other staff in coordinating more complex projects. As experience is gained, there is greater independence of action within established guidelines. This class is alternately staffed with Communications Specialist II, and incumbents may advance to the higher level after gaining experience and demonstrating proficiency that meets the qualifications of the higher-level class.

Communications Specialist II is the journey-level class of this series, fully competent to independently perform the full range of communications duties. Incumbents work with little supervision and have significant autonomous responsibility for implementing programs and achieving unit goals. This class is distinguished from Senior Communications Specialist in that the latter provides lead direction and work review to assigned staff and/or performs and coordinates complex and specialized work.

EXAMPLES OF DUTIES (*illustrative only*)

- Produces publications, Web sites, and broadcasts for the courts and the public, including content development; writing and research; obtaining management review; coordinating layout, design, copy editing, and Web development services; arranging for printing services; distribution; promotion; ensuring that expenditures are within an approved budget.
- Produces news stories and other content based on established guidelines.
- Coordinates and implements statewide public education projects, such as juror outreach, and assists Judicial Council staff and courts in developing effective outreach programs.

- Stays informed of the work of the agency to capably serve as a primary access point for the courts and the public.
- Represents the Judicial Council at exhibits, in meetings with visiting dignitaries, and other occasions.
- Supports the work of the Public Information Officer and other agency staff involved in media relations and public education efforts.
- Supports the ongoing development of judicial branch communications infrastructure.

WORKING CONDITIONS

- Must be available to work overtime and on weekends and holidays.
- May be required to travel statewide as necessary.

QUALIFICATIONS

The level and scope of the knowledge and abilities listed below relate to the duties as defined in Class Characteristics.

Knowledge of:

- Journalism and public relations principles and practices.
- Communications and project management principles and practices.
- Principles of effective communication and language mechanics in English.
- Principles and techniques of preparing effective written, oral, and online presentations.
- Web, e-mail, and listserv technologies.
- Principles and techniques of content production in various media.

Ability to:

- Interact effectively with the courts, agency staff, the media, and others contacted in the course of the work, using tact and discretion.
- Integrate communications in various media (print, online, broadcast) to achieve project goals.
- Write effectively for various media.
- Organize own work, set priorities, and meet critical deadlines.
- Operate personal computers and use specified computer applications, such as word processing and desktop publishing.
- Communicate effectively in English, orally and in writing.
- Establish and maintain effective working relationships with those contacted in the course of the work.

Licenses and Certificates:

None.

Education and Experience:

Communications Specialist I: Equivalent to possession of a bachelor's degree, preferably with major course work in journalism or communications.

Additional directly related experience may be substituted for the education on a year-for-year basis.

Communications Specialist II: Equivalent to possession of a bachelor's degree, preferably with major course work in journalism or communications, and two years of professional writing experience in the communications field.

Additional directly related experience may be substituted for the education on a year-for-year basis. Possession of a directly related postgraduate degree may be substituted for one of the two years of required experience.