



EFFINGHAM COUNTY BOARD OF COMMISSIONERS

Job Title: Digital Communications Specialist	Job Code:
Reports to: Public Engagement Services Director	FLSA Status: Exempt
Department: Public Engagement Services	Approved:

Purpose of Classification:

The purpose of this classification is to support accurate, timely, accessible, and effective communication between Effingham County, its employees, residents, community partners, and the public by creating and managing social media and digital content for official County communication channels. The position develops platform-ready content, maintains a communications calendar, monitors social media activity, tracks engagement analytics, supports public information campaigns, and ensures digital communications comply with County branding, approval, public records, accessibility, copyright, and security requirements.

Essential Functions: The following duties are illustrative and not exhaustive. Incumbents may be assigned additional responsibilities as organizational needs evolve.

- Creates, schedules, publishes, and monitors content for official County social media channels in accordance with approved messaging, branding standards, and communications priorities.
- Develops short-form written content, graphics, photographs, video clips, captions, reels, stories, event notices, public service announcements, and other digital materials for County platforms.
- Maintains a social media and digital content calendar aligned with County meetings, public notices, departmental programs, community events, service updates, emergency information, capital projects, recruitment campaigns, and strategic communication initiatives.
- Coordinates with County departments to collect accurate information, verify facts, obtain approvals, and translate technical or policy-heavy information into clear, resident-focused content.
- Monitors comments, messages, tags, and public interaction on official County accounts; routes service requests, complaints, questions, or sensitive issues to the appropriate department or designated official for response.
- Supports emergency, severe weather, public safety, road closure, facility closure, and service disruption communications by preparing and posting approved time-sensitive updates.
- Tracks and analyzes platform metrics including reach, impressions, engagement, shares, video views, audience growth, referrals, conversions, and campaign performance; prepares routine reports and recommendations.



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- Assists with website updates, online event calendars, newsletters, Engage Effingham App promotion, employee communication content, and other digital communication channels as assigned.
- Captures photo and video content at County events, meetings, facilities, project sites, and community activities; organizes and maintains digital media assets for future use.
- Maintains records of published content, comments, messages, analytics, source files, and approvals in accordance with applicable public records and retention requirements.
- Ensures content is accurate, professional, accessible, plain-language, and appropriate for public-sector use, including alternative text, readable graphics, captions when practical, and copyright-compliant media.
- Assists with public information campaigns that promote County services, public meetings, programs, events, initiatives, employee recognition, citizen engagement, and community trust.
- Identifies misinformation, emerging concerns, reputational risks, accessibility issues, or operational questions surfaced through social media and promptly escalates them through the communications chain of command.
- Maintains awareness of social media platform changes, digital communication trends, public-sector communication practices, analytics tools, and accessibility expectations.
- Uses discretion when handling sensitive information and does not disclose confidential, protected, privileged, personnel, law enforcement, cybersecurity, or legally restricted information.
- Serves as a content producer and platform administrator only as authorized; does not serve as the official County spokesperson unless specifically designated by the County Manager or Communications Director.

Additional Functions:

- Provides communications support for County-hosted events, public meetings, campaigns, and outreach activities.
- Assists with media lists, press release distribution, photography archives, public information materials, and department communication requests.
- Provides assistance to other employees or departments as needed.
- Performs other related duties as required.

Preferred Education, Experience, and Attributes and Qualification Requirements:

Minimum Qualifications

- Associate degree in communications, public relations, journalism, marketing, digital media, graphic design, public administration, or a closely related field; and



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two (2) years of professional experience creating social media, digital content, public information, marketing, communications, journalism, or multimedia content; or any equivalent combination of education, training, and experience which provides the requisite knowledge, skills, and abilities for this job.

- Portfolio or work samples demonstrating social media writing, graphics, photography, video, campaign content, analytics, or digital storytelling may be required.
- Must possess and maintain a valid driver's license if duties require travel to County facilities, project sites, meetings, or events.

Preferred Qualifications

- Bachelor's degree in communications, public relations, journalism, marketing, digital media, graphic design, public administration, or a closely related field.
- Experience in local government, public-sector communications, public safety communications, emergency communications, media relations support, or community engagement.
- Experience with social media management tools, analytics dashboards, content calendars, content management systems, Canva, Adobe Creative Cloud, Microsoft 365, photography, video editing, and/or accessible digital content production.
- Bilingual communication skills, especially English and Spanish, are desirable when aligned with community needs.

Knowledge, Skills, and Abilities

- Knowledge of social media platforms, digital content standards, public communication practices, and audience engagement methods.
- Knowledge of public records, copyright, brand standards, digital accessibility, comment moderation limits, and confidentiality principles applicable to public-sector communications.
- Skill in writing clear, concise, accurate, plain-language content for diverse public audiences.
- Skill in creating graphics, short-form video, photography, captions, posts, stories, and campaign materials appropriate for official government use.
- Skill in using analytics to evaluate performance and improve public communication outcomes.
- Ability to manage multiple deadlines, coordinate information from several departments, and maintain accuracy under time pressure.
- Ability to respond professionally to public inquiries, criticism, misinformation, sensitive topics, and controversial issues.



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- Ability to preserve neutrality and avoid political advocacy, personal opinion, or unauthorized policy positions in official County communications.
- Ability to maintain confidentiality and exercise sound judgment with sensitive, emergency, personnel, legal, or security-related information.

Performance Aptitudes

Data Utilization:

- Requires the ability to review, classify, categorize, prioritize, and/or analyze data. This includes discretion in determining data classification and referencing such analysis to established standards to recognize actual or probable interactive effects and relationships.

Human Interaction:

- Requires the ability to apply principles of persuasion and/or influence.
- Equipment, Machinery, Tools, and Materials Utilization:
- Requires the ability to operate, maneuver, and/or control the actions of equipment, machinery, tools, and/or materials used in performing essential functions.

Verbal Aptitude:

- Requires utilizing various references, descriptive, and/or advisory data and information.

Mathematical Aptitude:

- Requires the ability to perform addition, subtraction, multiplication, and division; ability to calculate decimals and percentages; may include the ability to perform mathematical operations with fractions; may consist of the ability to compute discount, interest, profit and loss, ratio and proportion; may consist of the ability to calculate surface areas, volumes, weights, and measures.

Functional Reasoning:

- Requires the ability to apply principles of rational systems; to interpret instructions furnished in written, oral, diagrammatic, or schedule form; and to exercise independent judgment to adopt or modify methods and standards to meet variations in assigned objectives.

Situational Reasoning:

- Requires the ability to exercise judgment, decisiveness, and creativity in situations involving evaluating information against measurable or verifiable criteria.

ADA Compliance

Physical Ability:

- Tasks require exerting moderate, though not constant, physical effort. They typically involve activities such as climbing, balancing, stooping, kneeling,



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crouching, and crawling. They may include lifting, carrying, pushing, and/or pulling objects and materials of moderate weight (12-20 pounds).

Sensory Requirements:

- Some tasks require the ability to perceive and discriminate visual cues or signals, and some require the ability to communicate orally.

Environmental Factors:

- Performance of essential functions may require exposure to adverse environmental conditions, such as dirt, dust, pollen, wetness, humidity, temperature extremes, or traffic hazards.

** To comply with regulations by the Americans with Disabilities Act (ADA), the principal duties in job descriptions must be essential to the job. To identify essential functions, focus on the duties' purpose and result rather than how they are performed. The following definition applies: a job function is essential if removing that function would fundamentally change the job.