



EFFINGHAM COUNTY BOARD OF COMMISSIONERS

Job Title: Communications Manager	Job Code:
Reports to: County Manager	FLSA Status: Exempt
Department: County Manager	

Class specifications are intended to present a descriptive list of the range of duties employees perform in the class. Specifications do not reflect all duties performed within the job.

Purpose of Classification

The Communications Manager will develop, implement, and oversee a comprehensive communications strategy for the County. This includes managing internal and external communications, media relations, social media, crisis communication, and public information dissemination. The ideal candidate will work closely with various county departments, officials, and stakeholders to ensure consistent messaging and enhance the County's public image and engagement.

Principal Duties and Responsibilities (Essential Functions):**

1. Communications Strategy:

- Develop and implement a countywide communications strategy that aligns with the County's goals and objectives.
- Ensure consistent and clear messaging across all communication channels, including press releases, newsletters, websites, social media, and community outreach materials.
- Work closely with senior leadership to shape the County's public relations efforts and enhance its reputation.

2. Media Relations:

- Act as the primary point of contact for all media inquiries.
- Prepare and distribute press releases, statements, and other communication materials to media outlets.
- Coordinate and prepare county representatives for media interviews, press conferences, and public speaking engagements.
- Build and maintain strong relationships with local, regional, and national media outlets.

3. Public Information and Crisis Communication:



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- Oversee public information initiatives, ensuring timely and accurate dissemination of information to the public, including during emergencies or crises.
 - Develop crisis communication plans and manage public communication efforts during crises or urgent situations, ensuring clear and transparent messaging.
- 4. Social Media and Digital Communication:**
- Oversee the management and growth of the County's social media presence.
 - Develop digital campaigns to engage with citizens and promote county services and initiatives.
 - Monitor online sentiment and engage with the public on social media platforms.
- 5. Internal Communications:**
- Lead the development and dissemination of internal communications to ensure employees are informed about key updates, policies, and county initiatives.
 - Collaborate with department heads to facilitate internal messaging and align communication efforts.
- 6. Stakeholder and Community Engagement:**
- Develop communication materials that inform and engage stakeholders, including the public, businesses, and community organizations.
 - Organize public meetings, forums, and events to foster community engagement and transparency in county initiatives.
- 7. Content Creation and Management:**
- Oversee the creation and production of all county-related publications, such as annual reports, newsletters, and informational brochures.
 - Manage website content to ensure information is current, accessible, and aligned with the County's branding and messaging.
- 8. Analytics and Reporting:**
- Measure the effectiveness of communication strategies and adjust tactics based on data and feedback.
 - Provide regular reports on communication efforts, media coverage, and public engagement to senior leadership.



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Qualifications

- Bachelor's degree in Communications, Public Relations, Journalism, or a related field. A Master's degree is a plus.
- Minimum of 5 years of experience in a communications, public relations, or media relations role, preferably within government or a public sector organization.
- Proven experience in developing and executing successful communications strategies.
- Excellent written and verbal communication skills, with strong attention to detail.
- Experience managing crisis communications and media relations.
- Strong knowledge of digital communications, including social media platforms and web content management.
- Ability to work under pressure, manage multiple projects, and meet tight deadlines.
- Exceptional interpersonal skills and the ability to work collaboratively with diverse stakeholders.

Preferred Qualifications:

- Experience working in local government or public administration.
- Familiarity with public information laws and government transparency initiatives.
- Bilingual abilities are an advantage.

Working Conditions:

- Full-time position, with occasional evening or weekend work required for public events or crisis management.
- Ability to travel within the County as needed.



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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 control the actions of equipment, machinery, tools, and/or materials used in performing essential functions.

Verbal Aptitude:

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

Mathematical Aptitude:

Requires the ability to perform addition, subtraction, multiplication, and division; the ability to calculate decimals and percentages; the ability to utilize principles of fractions; and the ability to interpret graphs.

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:



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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 climbing, balancing, stooping, kneeling, 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 sounds and visual cues or signals, and some require the ability to communicate orally.

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