

POSITION DESCRIPTION

Title: Director of Public and Government Affairs

Department: Citizen Service Center

Job Analysis: May 2021

Note: Statements included in this description are intended to reflect in general the duties and responsibilities of this classification and are not to be interpreted as being all inclusive. The employee may be assigned other duties that are not specifically included.

Relationships

Reports To: County Administrator

Subordinate Staff: None

Internal Contacts: Baldwin County Commissioners, Elected Officials, County Administrator, Employees of the Commission Office, County Department Directors

External Contacts: General Public, Local, State and Federal Elected Officials, key staff, and others as assigned

Status: Classified/Exempt (S319)

Job Summary

Under administrative direction of the County Administrator, Director of Public and Government Affairs is responsible for the development, coordination and implementation of activities related to media, government entities, elected officials and Baldwin County communities. This position coordinates internal and external communications related to federal, state, and local government affairs and serves as Baldwin County's liaison with contracted lobbyists, government agencies and municipalities, and ensures that Baldwin County's representation is consistent with the overall priorities identified in Baldwin County's strategic plan. In addition, this position serves on the internal grants committee and assist with the identification of grant and appropriations opportunities, including directing to the appropriate internal teams to position Baldwin County in a competitive position to receive funding.

Job Domains

- Coordinates relationships between the County and civic and nonprofit organizations, media, chambers of commerce, and the public.

- Responsible for the implementation of Baldwin County branding, social media oversight, identifying opportunities to build connections between citizens/stakeholders and Baldwin County, and coordinating media interviews for county commissioners and department heads.
- Facilitates public and private participation, as necessary, in the County's public policy and decision-making process in coordination with the County Commission Chair and the Baldwin County Commissioners, under the guidance of the County Administrator.
- In coordination with the Communication and Information Systems and other departments, this position provides guidance on the Baldwin County Commission website, and disseminates information regarding Baldwin County Commission programs, services, projects, and successes to promote a positive image for the County.
- Manages county departments' public affairs activities including press releases, pamphlets/brochures, and media opportunities in close collaboration with Baldwin County Commissioners.
- Continually develops new ideas and creative ways to enhance Baldwin County's relationship with citizens.
- Provides regular reports to the Baldwin County Commission and the County Administrator about outreach efforts, overseeing Baldwin County's social media sites and monitoring county department social media sites to ensure that they are used appropriately.
- Serves as the Joint Information Center (JIC) liaison with the Baldwin County Emergency Management Agency (BCEMA) during activations to assist with information dissemination between BCEMA, the Baldwin County Commission and local, state, and federal elected officials and partners.

Knowledge, Skills, and Abilities

1. Thorough knowledge of public and government affairs.
2. Successful experience of at least five years in communications methodologies for disseminating information and publicizing programs, projects, events, services, and issues.
3. Considerable knowledge of the requirements of broadcast media and the ability to prepare material for use.
4. Considerable knowledge of programs including those used for graphic design (i.e., Canva) and presentations (i.e., PowerPoint).
5. Knowledge of laws and policies governing the release of confidential and sensitive information.
6. Demonstrated ability to communicate effectively, both verbally and in writing.
7. Able to accurately edit and write materials for publication.
8. Ability to gather relevant information to resolve vaguely defined practical problems.
9. Excellent people and communications skills.
10. Ability to handle multiple projects simultaneously.
11. Deadline driven and detail oriented.
12. Working knowledge of general office practices and procedures.
13. Possess the skills/ability to communicate effectively with commissioners, elected officials, office staff, co-workers, and the public.
14. Knowledge of office machinery operations.
15. Possess the skills/ability to establish and maintain effective working relationships with commissioners, office staff, coworkers, elected officials and public.

16. Demonstrated ability and knowledge of the effective use of social media platforms to disseminate information to the media and public.
17. In-depth knowledge and understanding of public policy, public relations, planning, community development and communications.
18. Experience with intergovernmental and public, community outreach, website content, design and development, and social media analytics.

Other Characteristics

1. Willing to travel for the purposes of professional development, meetings and as needed for Baldwin County Commission priorities.
2. Willing to work overtime as required and maintain a presence at the Baldwin County Emergency Operations Center as directed during an emergency event/activation.

Minimum Qualifications

1. Possess strong communications skills and a bachelor's degree, or commensurate education and experience, with an emphasis in journalism, communications, public relations, policy, or related fields.
2. Possess a valid driver's license and be insurable by Baldwin County's insurance standards.