

Communications Manager 2

I. KIND AND LEVEL OF WORK

Under administrative direction, this second-level managerial classification is responsible for broad oversight over internal and external communications, media relations, and reputation management for an organization with complex functions, including significant regulatory and compliance functions. Positions at this level provide oversight of multiple communications activities for an agency and are expected to develop strategic communication surrounding complex and novel issues that arise. Positions must frequently adapt innovative solutions to challenging communications issues.

II. DISTINGUISHING CHARACTERISTICS

Positions in the Communications Manager 2 classification are responsible for communications work at an agency that operates in a complex regulatory environment with multiple, diverse programs and stakeholders. Incumbents in this classification oversee multiple areas of communication for an agency and are expected to develop and create solutions rather than researching answers to problems.

Positions in the Communications Manager 3 classification serve as the primary communications representative for an agency of significant complexity, including 24/7 operations, statewide and national media interest, and routinely encounter situations that require both novel and sensitive communications solutions. Positions at this level have broader discretion to operate based on broad considerations related to agency functions and less reliance on clearly defined policies.

III. EXAMPLES OF WORK/DUTIES

(A position may not include all the work examples given, nor does the list include all that may be assigned.)

- Manage a communications program for an organization with significant programmatic, regulatory, compliance, or other complexity. Integrate communications, media relations, public affairs, and other communications functions across multiple agency divisions with diverse needs and objectives.
- Develop and manage complex communications solutions and strategy for the agency, including crisis response, media relations, and the development of messaging on topics that are highly visible and political in nature.
- Manage the development and operation of the agency's media relations, public affairs, social media and internal communications programs.

- Identify new issues and opportunities affecting the agency, the public, and new initiatives within the agency. Develop media strategies to address those items ensuring that the strategies highlight how these new issues and opportunities support agency goals and mission.
- Design and implement a program to measure performance and outcomes using data and statistical analysis tools and strategic planning models to conduct ongoing evaluation of communications initiatives and projects.
- Develop communications plans for specific projects or initiatives that connect desired outcomes with strategies to best engage target audiences.

KNOWLEDGE, SKILLS, AND ABILITIES

Knowledge of:

- Issue management, reputation management, public affairs or public policy.
- Political process and working in a political environment.
- Communications planning, news and feature writing, and media relations strategy.

Skill in:

- Using social media for organizational communications and ensuring that the social media work is fully integrated with office strategic communications plan.

Ability to:

- Manage sensitive and political communications.

LICENSURE/CERTIFICATION/STATUTORY REFERENCES

N/A

SPECIAL WORK CONDITIONS

N/A

REFERENCES

Former title(s):

REVISION HISTORY

Established 03/2023

Revised