

**Kenton County
Judge/Executive Office**

**Compensation: Salaried
Exemption Status: Exempt
Exemption Type: Administrative Exemption**

COMMUNICATIONS STRATEGIST

GENERAL NATURE OF WORK

The responsibility of this position is to optimize the exchange of information between Kenton County government and the citizens of Kenton County, along with internal communication with employees. The primary responsibilities include the implementation of communication programs and strategies with an emphasis on external communications. This position reports directly to the Communications Manager.

EXAMPLES OF DUTIES

- Plans and executes communication strategies, policies and procedures.
- Manages County's print and electronic resources, including brands, logos, and design assets.
- Manages County's website, intranet, social media programs, and other communication platforms.
- Facilitates community feedback on government services.
- Uses analytics to maximize effectiveness of digital content.
- Prepares news releases.
- Assists with coordination of special events.
- Creates photographic and video content to assist with communications.
- Coordinate and oversee communications training and programming for County departments.
- Develops and manages communications intern program.
- Other related duties as assigned.

DESIRABLE KNOWLEDGE, SKILLS, AND ABILITIES

- Ability to use the following equipment/software: Personal computer, including word processing and spreadsheets.
- Superior Grammar and English skills.
- Extensive knowledge of social media platforms, web-based applications and outlets, graphic design tools, video and photo editing, and web development tools.
- Demonstrated ability to lead projects independently with limited supervision
- Ability to manage and lead interns.
- Demonstrated ability to manage and work with external service providers (vendors).
- Ability to establish effective and harmonious working relationships with other employees and the general public.

COMMUNICATIONS MANAGER

- Ability to communicate effectively with the Fiscal Court, employees, citizens and media.
- Ability to read, analyze and interpret survey results, financial reports and legal documents.
- Ability to work under general supervision.

DESIRABLE TRAINING AND EXPERIENCE

Graduate of a four year college or university with a degree in communications, marketing, journalism, English, public administration or related field supplemented by three to five years of experience in development and implementation of communications or any equivalent combination of experience and training which provides the required knowledge, skills and abilities.

NECESSARY SPECIAL REQUIREMENTS

Possess and maintain a valid Driver's License.

PHYSICAL REQUIREMENTS

Must be able to lift twenty (20) pounds or more to a height of four (4) feet or more.

Must be able to sit or stand for extended periods of time. Eye sight must be correctable to 20/20 vision. Hearing must be within normal acceptable range of 20-25 with or without a hearing aid.

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

The above Job Description is intended to describe the general content of, and the requirements for, the performance of this job, including the essential functions. The description is not to be construed as an exhaustive, all inclusive statement of job duties, requirements, or responsibilities.

Employee Signature

Date

Supervisor

Date