

COUNTY OF SONOMA (CA)
INVITES APPLICATIONS FOR THE POSITION OF:

Communications & Engagement Coordinator

An Equal Opportunity Employer

SALARY

\$43.83 - \$53.28 Hourly \$3,518.40 - \$4,276.99 Biweekly \$7,623.21 - \$9,266.81
Monthly \$91,478.47 - \$111,201.75 Annually

OPENING DATE: 07/11/18

CLOSING DATE: 07/25/18

THE POSITION

The County Administrator's Office seeks an experienced public relations professional with the knowledge, talent, and passion to become their Communications & Engagement Coordinator



The Communications & Engagement Coordinator collaborates with staff, department heads, other agencies, and the Board of Supervisors to carry out communication, media relations, and community engagement projects and policy initiatives. This position is an exciting opportunity to participate in the creation and development of motivations and strategies to engage the community and further the County's goals and Board led priority projects.

Working under the direction of the Community and Government Affairs Manager, the Communications & Engagement Coordinator performs complex analytical work, and develops, plans, implements, and oversees Countywide public information/relations, education, and program activities. Additionally, the position is responsible for:

- Developing, researching, writing, and editing staff reports, presentations, news releases, public relations articles, pamphlets, bulletins, social media, web content and educational materials
- Establishing and maintaining working relationships with news media, community groups, elected officials, schools, and other governmental agencies
- Developing and implementing the County's standards for inclusive outreach and consistency in all communications and community engagement countywide

- Planning and conducting workshops, public hearings, and study sessions on assigned public projects
- Supporting the County's outreach goals by serving on committees and task forces, as well as liaising with local, state, and national agencies
- Compiling and preparing summaries of public meetings and other engagement activities, and evaluating and measuring engagement results to ensure communications goals are achieved

The ideal candidate for this position will possess:

- Significant experience managing initiatives and overseeing public relations and information programs for the public sector
- Excellent oral and written communication skills
- Experience communicating and collaborating with media outlets
- Bilingual English/Spanish skills are highly desirable including the ability to translate print and oral communications



What Makes Sonoma County a Great Choice

As well as opportunities for advancement, variety of work, training, and camaraderie, you can look forward to other benefits*, including:

- A cash allowance of approximately \$600 per month
- An Annual Staff Development/Wellness Benefit Allowance of \$1,500
- May be eligible for 8 weeks (320 hours) of Paid Parental Leave after 12 months of County employment
- Competitive vacation and sick leave accruals, and 13 paid holidays per year
- County paid premium contribution to several health plan options
- County contribution to a Health Reimbursement Arrangement to help fund post-retirement employee health insurance/benefits
- Excellent retirement plans

When you join the County of Sonoma, you have the freedom to explore your career and the beauty of our county. Please visit www.sonomacountyconnections.org and www.santarosachamber.com for additional information.

*Benefits described herein do not represent a contract and may be changed without notice.

About the County Administrator's Office

The County Administrator's Office is guided by the Board of Supervisors broad mission and carries out the Board's policy goals by directing and coordinating the operations of the County's departments and agencies. In addition to ensuring the implementation of the Board's mission and policy objectives, other major activities of the office include: preparing the County budget; ensuring implementation of County policy; acting as the Clerk to the Board of Supervisors; assisting with the performance evaluation of appointed department heads; implementing the County's legislative platform, and overseeing the County's legislative advocacy program; developing and monitoring the County's non-departmental budget units; preparing studies and analysis including fiscal and programmatic performance assessments of County departments and programs; overseeing the preparation of the County's Capital Improvement Program; providing public information and outreach to the community; developing and implementing the County's Strategic Plan; and providing staff services to the Local Agency Formation Commission (LAFCO).

About the County of Sonoma



Sonoma County offers a rare and compelling array of scenic, recreational, and geographic characteristics – including over 200 award-winning wineries, inspiring coastline and beaches, the Russian River, and majestic redwoods. The County encompasses over one million acres of land and water, rich with agriculture, parks, campsites, lakes, and open space. Sonoma County is also home to a wide variety of art and music festivals, farmers' markets, and concert venues.

Sonoma is a general law county, governed by a five-member Board of Supervisors. The Board is fully committed to a mission and vision that values high quality services to support and enrich the community, strong leadership, engaged citizen participation, transparency and accuracy in information, and efficient and fiscally sustainable government. The County Administrator leads a team of dedicated department heads who work collaboratively to address and strategically prepare for County initiatives and challenges. Sonoma County encompasses 1,600 square miles and is home to approximately 500,000 residents. The County has 27 departments, agencies, and special districts and employs over 4,000 regular employees with an annual budget of approximately \$1.6 billion for fiscal year 2018-2019.

The Civil Service title of this position is Administrative Analyst III. The employment list established from this recruitment may be used to fill future full-time and part-time positions as they occur during the active status of the list. County employees who wish to be considered for future positions should consider applying to this recruitment.

APPLICATION SUBMISSIONS REQUIRE THE SUPPLEMENTAL QUESTIONNAIRE BE COMPLETED.

MINIMUM QUALIFICATIONS

Education and Experience: Any combination of education and work experience which would provide an opportunity to acquire the knowledge and abilities listed herein. Normally, this would include academic course work in public administration, business administration, management, accounting, political science, economics, statistics, English composition, psychology, or a related field; and three years of related and comparable experience analysis and developing reports and recommendations related to general administration, accounting, budget, and/or personnel work. Experience working in a public agency, an advanced degree in a related field, and lead or supervisory experience are highly desirable.

License: Possession of a valid driver's license at the appropriate level including special endorsements, as required by the State of California, may be required depending upon assignment to perform the essential job functions of the position.

KNOWLEDGE, SKILLS, AND ABILITIES

Considerable Knowledge of: principles and practices relating to modern budget, programs and systems management; the operations and functions of County government; principles and practices of research, report writing, and statistical analysis; written and oral communications, including language mechanics, syntax, and English composition; computer applications related to work including methods of graphic presentations.

Working knowledge of: group dynamics as it relates to public organizations; principles and practices of supervision and performance management; principles and practices of project management, modern office methods and procedures.

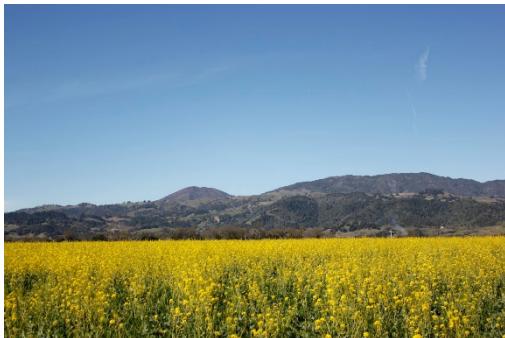
Ability to: plan and organize research and statistical work relating to the various aspects of administration, budget, and general management matters; understand, interpret, and apply rules, regulations, and ordinances, as well as federal, state, and local legislation; apply problem solving skills sufficient to reach appropriate solutions, take action, document, and complete work in a timely manner; prioritize and manage a variety of simultaneous work projects and priorities to meet timelines and commitments; plan, organize, coordinate, and evaluate effectiveness of assigned project(s); effectively communicate orally and in writing, and present conclusions before advisory and policy bodies; establish and maintain effective working relationships with County staff, and the public in carrying out sound management policies; perform data collection, interpretation, and evaluation pertaining to administrative, fiscal, and management matters; use principles of inductive and deductive reasoning to validate conclusions and recommendations; persuade, rationalize, and project consequences of decisions and/or recommendations; analyze administrative problems, budget requests, and a variety of programs, systems and procedures.

SELECTION PROCEDURE & SOME HELPFUL TIPS WHEN APPLYING

- Your application information and your responses to the supplemental questions are evaluated and taken into consideration throughout the entire selection process.
- You should list all employers and positions held within the last ten years in the work history section of your application. Be as thorough as possible when responding to the supplemental questions.

- You may include history beyond ten years if related to the position for which you are applying. If you held multiple positions with one employer, list out each position separately.
- Failure to follow these instructions may impact your competitiveness in this process or may result in disqualification.

Please visit [Getting a Job with the County of Sonoma](#) to review more detailed information about the application, examination, and department selection processes.



APPLICATION SUBMISSIONS REQUIRE THE SUPPLEMENTAL QUESTIONNAIRE BE COMPLETED.

Responses to supplemental questions will be scored using position-specific criteria. Please provide specific and detailed responses of a reasonable length to allow for thorough assessment of your qualifications. Responses which state "See Resume" or "See Application" may be considered insufficient and therefore may not be scored.

The selection procedure will consist of the following examination:

An **Application & Supplemental Questionnaire Appraisal Examination** (weight 100%) will be conducted to evaluate each applicant's application and supplemental questionnaire for satisfaction of minimum qualifications (pass/not pass); and for educational coursework, training, experience, knowledge, and abilities which relate to this position. Each applicant will be evaluated based on the following criteria:

- Relevance of work history, related experience, and achieved level of education and/or training as described in the application and responses to the supplemental questions.

Candidates demonstrating possession of the minimum qualifications will be placed on an employment list in order of most qualified to least qualified based on the achieved score received in the Application & Supplemental Questionnaire Appraisal Examination. Scores may be adjusted based on such factors as number of candidates, anticipated vacancies, past practice, and natural breaks in the scores achieved by this group of candidates.

ADDITIONAL INFORMATION

A background investigation is required prior to employment. Candidates referred to departments for a selection interview are typically required to sign authorization and release forms enabling such an investigation. Failure to sign prescribed forms will result in the candidate not being considered further for that vacancy. Reference information will not be made

available to applicants.

Additional requirements, such as successful completion of a physical exam, drug screen, etc., may apply, depending on the duties and responsibilities of the position. If you receive a conditional job offer for the position, the requirements upon which the offer are contingent will be outlined in the conditional job letter. You may also review the [Job Classification Screening Schedule](#) to determine the requirements for this position.

HOW TO APPLY

Applications are accepted on-line at: www.yourpath2sonomacounty.org. Paper applications may be submitted by person, fax (707-565-3770), email, or through the mail. All applications and appropriate supplemental information as outlined in the job bulletin must be RECEIVED by the time and date specified on the first page of this job announcement. Applications received after the recruitment closes will not be accepted.

The County of Sonoma prioritizes and is committed to continuously providing a workplace where equal employment opportunity is afforded to all people. Please view the County's [Equal Employment Opportunity Policy](#) for further information.

HR Analyst: AK

HR Technician: RR

APPLICATIONS MAY BE OBTAINED AND FILED ONLINE AT:
<http://www.yourpath2sonomacounty.org>

EXAM #18/07-0838-O

COMMUNICATIONS & ENGAGEMENT COORDINATOR

AK

OR
575 Administration Drive, Suite 116B,
Santa Rosa, CA 95403

Communications & Engagement Coordinator Supplemental Questionnaire

* 1. How did you first learn about this opportunity?

- Alliance for Innovation
- Association of Bay Area Governments (ABAG)
- California Association of Public Information Officials (CAPIO)
- California City News
- California State Association of Counties (CSAC)
- CalJobs
- College or University
- Craigslist
- Employee of Sonoma County
- Facebook
- GovernmentJobs.com
- Hispanic Chamber of Commerce of Sonoma County
- Indeed
- La Voz
- Latino Service Providers
- LinkedIn
- Los Cien
- Minority Organization or Group
- Monster

- Municipal Management Association of Northern California
- Press Democrat
- sonoma-county.org/www.yourpath2sonomacounty.org
- Sonoma County Human Resources Office
- Sonoma County Job Line
- Twitter
- Veterans Services Office
- Women's Organization or Group
- Other Internet Site
- Other Publication

- * 2. Please indicate if you would also be interested in future part-time or extra-help (temporary, intermittent, or seasonal employment) positions should they become available. Check all that apply.
 - I would also like to be considered for future part-time positions.
 - I would also like to be considered for future extra-help positions.
 - I am only interested in full-time positions.
- * 3. In this position, English/Spanish bilingual skills are desirable. Please indicate if you possess these skills.
 - Yes, I have basic (conversation) English/Spanish Bilingual Skills.
 - Yes, I have fluent (reading, writing, and conversation) English/Spanish Bilingual Skills.
 - No, I do not have English/Spanish Bilingual Skills.
- * 4. Please describe your education, training, and work experience that best describes how you meet the qualifications for this position. Highlight experience related to communications, public affairs, and/or community engagement project management.
- * 5. Please describe your experience analyzing and implementing policies. Provide a specific example, and include your role, the types of policies you analyzed/implemented, and the outcome/impact of the policy(ies).
- * 6. Please describe your experience communicating with various media outlets, including developing and issuing press releases, newsletters, radio advertising, and social media campaigns.

Detail a complex issue that you handled with the media. Include key messages and how you managed internal approval processes and results.

- * 7. Please describe a complex communication and/or community engagement project/assignment, for which you had lead responsibility, where you had to analyze issues, research options, and develop a recommendation.

Include a brief description of the project/assignment including the goals or objectives, your role, the recommendation(s) developed, and the challenges and opportunities you encountered during the process.

- * Required Question



COUNTY OF SONOMA BENEFITS: MANAGEMENT*

IMPORTANT NOTE: Benefits described herein do not apply to Extra Help positions.

These are some of the excellent benefits the County offers:

Paid Time Off: Competitive vacation accrual and additional management leave annually; 13 holidays per year and generous sick leave accruals.

Health Plan: Choice of five health plans (a PPO, EPO, HMO, and two deductible HMOs) with a County contribution toward the premium of approximately \$500 per month.

Cash Allowance: A cash allowance of approximately \$600 per month, in addition to monthly salary.

Retirement: Defined benefit plan fully integrated with Social Security.

IRS 457 Plan: Pre-tax employee contribution up to the IRS annual maximum.

Retiree Medical: County contribution to a Health Reimbursement Arrangement to help fund post-retirement employee health insurance/benefits.

Plus excellent dental, vision, disability, life insurance, professional development and more.

For answers to specific questions regarding the employment process, more details about benefits or retirement, please contact Human Resources at 707-565-2331. Additional details for management employees can be found under the Salary Resolution at <http://sonomacounty.ca.gov/HR/Employee-Relations/Labor>.

For specific information about health and welfare benefits including plan options, coverage, and premium amounts go to <http://sonomacounty.ca.gov/Departments-Agencies/Human-Resources> or, contact the Human Resources' Risk Management-Benefits Office at benefits@sonoma-county.org or 707-565-2900.

*IMPORTANT NOTES: Benefits described herein do not represent a contract and may be changed without notice.