Communications Director

Job Description

Department:	County Administration
Position:	Appointed
Grade:	730
Supervisory:	No
Reports to:	County Administrator

Summary

Under general guidance and direction of the County Administrator, develops and implements strategic communication plans to enhance the County's reputation and brand trust, promote its initiatives, and cultivate and maintain positive relationships with the public, media outlets, and stakeholders. Incumbent in this position plays a critical role in shaping public perception, managing crisis communications, and ensuring effective dissemination of information across various channels.

Essential Functions

Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

1. Proactively conceptualize and implement comprehensive communication plans, branding, promotional efforts, and outreach programs to support the County's goals and objectives.
2. Develop and maintain strategic partnerships with internal and external stakeholders to feature the County's events, promotions, sponsorships, and creative opportunities in collaboration with co-promoters and other partners.
3. Design, prepare, and implement strategic reports or presentations, marketing campaigns or brand building plans; conduct market research and data analysis to provide information and educate stakeholders.
4. Create, prepare, and oversee informative and captivating and compelling press releases, articles, blog posts, social media and media publications and inquiries for special events and programs.
5. Maintain effective working relationships with county staff and contractors.
6. Utilize and manage county contracts for consultants or technology related to public messaging and engagement.
7. Supervise staff, which includes hiring, orienting, training, assigning and reviewing work performance, annual work performance appraisals, and discipline; provide in-house training to general county staff on effective media relations methods and effective techniques to promote programs and build rapport with communities and the media.

For Office Use Only

Job Code: 2088
Job Title: Communications Director
FLSA: Exempt
Effective Date: 10/22/2026
Public Safety: No

Worker's Compensation: County
Background Level: I
Safety Sensitive: No
DOT: No
ML: Individual Contributor

8. Serve as the designated contact for media inquiries relating to emergency operations, special events, or programs; provide direct responses, press releases, and special reports.
9. Attend community events; develop and maintain relationships with the community and other governmental agencies, journalist, reporters, and media outlets to provide direction and collaboration in support of community efforts, public education programs and similar activities.
10. Develop, direct, and manage the overall content and format of social media, mass media, publications, and all appropriate communication tools including video editing and videography; promote county initiatives and share important updates; ensure County website content is up to date, user-friendly, and accessible.
11. Communicate concerns, threats, and mitigation efforts; advise County personnel on sensitive political issues and effective communication; coordinate information dissemination across all media formats; monitor and evaluate program effectiveness for improvement.
12. Conduct local assessments and participate in a statewide assessment of risk communications and public information capacity; attend training sponsored and required by the state and federal government.
13. Develop, create and implement local emergency response/crisis communication protocols and strategies; manage and respond effectively to crisis communications, public announcements, and damage control; establish and maintain emergency/after- hours call-down list; facilitate short- and long-term planning to ensure successful implementation.
14. Establish and monitor annual communications budget with direction from Department head.

Knowledge, Skills, and Abilities

- Considerable knowledge of media, marketing, and public relations principles, theories, and practices
- Knowledge of promotion, advertising, and social applications and techniques
- Knowledge of strategic, rhetorical use of social media and other communication channels
- Knowledge of public policy process, with emphasis in the State and County level of government
- Knowledge of County organizations and department operations
- Skilled in utilizing various computer applications, including word processing, spreadsheets, and databases
- Skilled in website design, maintenance, and administration
- Skilled in promotion programs and services through social media platform and other electronic resources
- Ability to learn current principles, practices, and techniques involved in public relations
- Ability to collaborate with outside agencies on shared projects and in team situations

- Ability to establish and maintain effective relationships with those contacted during the course of work activities
- Ability to coordinate multiple tasks efficiently and work well under pressure and impending deadlines
- Ability to communicate effectively verbally and in writing with the news media, employees, government officials and the general public

Supervisory Responsibility
This position has no direct supervisory responsibility but does serve as a coach and mentor for other positions in the department.

Work Environment
This job operates in a professional office environment. Work occasionally exposes the incumbent to high-stress situations including contact with employees and/or the public in uncomfortable, confrontational, and emotionally charged circumstances. This role routinely uses standard office equipment such as a laptop, desktop, smartphone, photocopiers, shredders, and filing cabinets. The noise level in the work environment is usually moderate.

Physical Demands
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.

While performing the duties of this job, the employee is required to use manual dexterity to handle, feel, and operate objects, tools and controls, and reach with hands and arms. The employee is frequently required to stand, talk, and hear. Specific vision abilities by this job include close vision and ability to adjust focus. The employee is required to type, file and lift supplies up to twenty (20) pounds. The employee occasionally drives a motor vehicle.

Position Type / Expected Hours of Work
Incumbent must work eighty (80) hours each pay period to maintain full-time status. There may be availability to work out a flex schedule ahead of time that works for both the County and the employee. Occasional evening and weekend work may be required as job duties demand.

Travel
Travel is primarily local during the business day, although some out-of-area and overnight travel may be expected, up to five (5) percent.

Recommended Education and Experience
1. Bachelor's degree in Communications, Journalism, English, Public Administration or Relations, Political Science, Marketing or closely related field.

2. Four (4) years of professional communications or journalism experience.
3. Equivalent combinations of education and experience may also be considered.

Additional Eligibility Qualifications

1. Applicants must possess a valid driver's license and obtain a valid State of Utah driver's license within sixty (60) days of employment.
2. Selected applicants will be required to submit to a pre-employment drug screen and background check.

AAP/EEO Statement

It is the policy of Utah County Government to assure equal employment opportunity to its employees and applicants for employment without regard to race, color, religion, national origin, disability, age, sex, sexual orientation, genetic status or gender identity.

Other Duties

Please note this job description is not designed to cover or contain a comprehensive listing of activities, duties, or responsibilities that are required of the employee of this job. Duties, responsibilities, and activities may change at any time.

Utah County Government is a drug-free workplace.

Acknowledgement below to be completed after an offer has been extended and accepted.

This job description has been approved by the Office of Human Resource Management in consultation with the Department Head.

Signature below constitutes an understanding of the requirements, essential functions and duties of the position.

Candidate / Employee _____ Date _____

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