

Communications Specialist 3

I. KIND AND LEVEL OF WORK

Under limited supervision, this third-level professional classification provides communications expertise and consultation in the areas of communications, journalism and media relations strategy, planning, and implementation. Positions at this level develop, plan, implement, and coordinate communications strategy and activities for an agency or division to ensure internal and external stakeholders are well informed. Positions ensure that communications follow enterprise and agency standards and related laws and rules.

II. DISTINGUISHING CHARACTERISTICS

The Communications Specialist 2 differs from the Communications Specialist 3 in that a Communications Specialist 3 will develop, plan, implement, and coordinate communications strategy, procedures, and activities for an agency or division to ensure internal and external stakeholders are well informed. Positions in this classification apply communications strategy and principles to the development of content, project planning, media relations, and other tasks. Communications Specialist 3 level positions typically:

- Provide expert technical advice regarding internal and external communications strategies, practices, and laws.
- Measure, evaluate, and report on the effectiveness of communication efforts and make recommendations regarding improvements.
- Manage the activities of vendors, consultants, or contractors used to carry out communications activities.
- Design and deliver training to agency staff regarding communications practices.

III. EXAMPLES OF WORK/DUTIES

- Provide expertise and consultation to management and staff regarding communication efforts by identifying target audiences, key messages, and communication strategy so that communication is consistent, effective, and adheres to communications standards and related laws and rules.
- Advise and assist leadership in developing speeches, presentations, briefing materials, talking points, etc. so that messaging is clear and aligns with agency goals.

- Coordinate and implement communications activities by developing internal and external communications strategies, goals and objectives, timetables/schedules, work plans; determining evaluation methods; and managing activities of vendors, consultants, or contractors used in communication program activities.
- Plan and implement web-based communication efforts by advising internal and external staff on appropriate website content and structure, developing website content, managing website compliance so that internal and external facing websites are current, accurate, easy to navigate, and meet accessibility standards; analyzing website use, reporting on effectiveness, and making recommendations for ways to improve website content or activity; and developing content for social media accounts and measuring success.
- Develop content and visual layout of brochures, fact sheets, reports, or other materials to clearly convey desired message and outcomes and ensure consistent agency-wide communication standards.
- Coordinate media relations efforts by identifying opportunities to promote agency programs, activities, and accomplishments; developing press releases, media advisories, fact sheets, FAQs, talking points, and other materials; and serving as a media contact to ensure media receives timely information and desired agency messages are conveyed.
- Provide training to staff to ensure communication strategies and practices are understood and followed.

IV. KNOWLEDGE, SKILLS, AND ABILITIES

Knowledge of:

- Best practices in communications or journalistic methods sufficient to plan, design, write, and edit print and electronic communications materials or tools.
- Website standards and best practices sufficient to develop and maintain websites and measure usability.
- Americans with Disabilities (ADA) guidelines and requirements sufficient to ensure documents and websites are accessible and meet standards.
- Agency mission, goals, operations, programs, initiatives, policies, and laws sufficient to advise staff and leadership on communications strategy and effectively represent the agency to internal and external stakeholders.

Skill in:

- Designing effective communications materials sufficient to share technical, complex information or issues to a broad audience.
- Applying plain language standards to communication materials sufficient to ensure clear and concise messaging.

- Working with the media sufficient to proactively identify media opportunities and effectively respond to media inquiries.

Ability to:

- Plan, develop, and implement effective communication, marketing or public relations strategies sufficient to meet agency communication needs.
- Measure and evaluate communication efforts sufficient to identify areas for improvement and develop recommendations.
- Lead, coordinate, review, and direct the work of vendors, consultants, contractors, or other staff sufficient to ensure communication efforts are completed as planned.

LICENSURE/CERTIFICATION/STATUTORY REFERENCES

N/A

SPECIAL WORK CONDITIONS

N/A

REFERENCES

Former title(s):

REVISION HISTORY

Established 03/2023

Revised 06/2026