

Communications Manager 1

I. KIND AND LEVEL OF WORK

First in a series of three managerial communications and public relations classes. Positions at this level use significant expertise in communications, journalism, media relations, and public affairs to implement effective communications strategies that meet the needs of the agency. Incumbents direct and execute agency-wide communications and serve as a communications consultant for the agency, including public relations, media efforts and press conferences, marketing planning, public and legislative presentations, website development, outreach, and public engagement.

II. DISTINGUISHING CHARACTERISTICS

Positions in the Communications Manager 1 classification are responsible for managing communications functions at an agency with a more defined focus. Positions at this level are responsible for managing multiple communications activities, researching solutions and identifying appropriate response strategies for complex problems.

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.

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.)

- Direct a communication program at an agency with a specific objective or mission or direct a major communications function at an agency with multiple communications functions. This includes directing the public information and outreach program for the agency to include internal and external communication strategies.
- Leads and manages agencywide communications and public relations staff and programs to ensure promotion, support, and awareness of the agency mission, vision, goals, priorities, initiatives, programs, and services.
- Directs the development, implementation, and evaluation of agencywide internal and external communications, marketing, and public relations programs to increase

employee, public, and stakeholder awareness, and knowledge of mission, vision, goals, priorities, initiatives, programs, and services.

- Oversee web, accessibility, design, and social media staff, and managing workflow and branding for the agency.
- Strategically manage agency's interaction with the media, including pitching stories, clarifying agency responses to media inquiries as well as proactively communicate with the media to clarify messages.
- Direct the strategic development of electronic and print materials, determining priorities, setting goals, clarifying expectations and monitoring performance.

IV. KNOWLEDGE, SKILLS, AND ABILITIES

Knowledge of:

- Journalistic principles, communications, and public relations practices sufficient to provide technical consultation to the agency leader and senior agency staff, as well as to direct the development, implementation, and alignment of agency communications strategies, initiatives, programs, and services.
- Administrative management principles sufficient to conduct strategic planning, implement agencywide plans, develop policies, prioritize ongoing work, and evaluate results sufficient to direct human and fiscal resources.
- Federal and state laws, Executive Orders, guidelines, policies, and procedures governing appropriate and legal communication requirements (e.g., Plain Language, Data Practices, Data Retention, Web Content Accessibility Guidelines, etc.) to ensure agencywide universal access using multiple platforms.

Skill in:

- Communication sufficient to provide direction, craft agency messaging, write and edit talking points, speeches, reports, and plans succinctly and clearly; and represent the agency by speaking publicly, conducting presentations, and facilitating meetings with a variety of diverse audiences.
- Establishing and strengthening relationships with diverse communities and integrating issues of diversity, equity, and inclusion into positive agencywide internal and external messages.

Ability to:

- Identify issues that are appropriate to raise to the attention of agency leadership.
- Work and guide staff across multiple internal and external agency boundaries where there are not clear lines of authority or responsibility.
- Synthesize complex, novel, and gray areas of agency policy and effectively communicate with a variety of diverse audiences.

- Prioritize communications work and guide staff in juggling multiple high-level, time-sensitive projects, in addition to dealing with incoming crisis issues, all with competing deadlines.

LICENSURE/CERTIFICATION/STATUTORY REFERENCES

N/A

SPECIAL WORK CONDITIONS

N/A

REFERENCES

Former title(s):

REVISION HISTORY

Established 03/2023

Revised 6/2026