

## **PUBLIC AFFAIRS AND COMMUNICATIONS OFFICER**

Loudoun County, Virginia (pop. 312,311) seeks a Public Affairs and Communications Officer to serve under the newly established Communications Division within the Office of the County Administrator. This position requires knowledge and expertise in the theories, principles and best practices of effective community relations and communications, as well as federal, state and local regulations related to communications, including the Virginia Freedom of Information Act (FOIA) and local government organization and administration. The individual should have thorough understanding and demonstrated experience in the use of social media platforms including but not limited to: Facebook, Twitter, Flickr, and YouTube, including organizational governance of social media. The successful candidate should have knowledge of and expertise in the use and development of web content, mobile applications and text-based messaging systems as part of an effective communications strategy. The candidate should be cognizant of future social media trends and new strategies for use of mobile and text-based messaging applications. This position also oversees the county's constituent services to include a customer relationship management (CRM) information system and will manage some consumer affairs programs and activities, media relations and communications production activities including but not limited to the strategic development and management of a future video studio and audio/video production. Manages Communications and Public Affairs staff and budget, web content for the county's website and information and audio/video content for the county's video bulletin boards and for maintaining standards of quality assurance and performance. This position manages and performs special projects and training including multilingual services, Americans with Disability Act (ADA) compliance and several Board advisory boards. The successful candidate will work effectively and proactively with all levels of staff orally and in writing; make presentations and facilitate discussions; establish effective relationships with diverse populations including, but not limited to: media representatives, elected and appointed officials, the public, county employees, and the National Capital and Northern Virginia regional public information partners; manage complex projects with countywide impact; formulate long range vision and direction; manage change; plan, assign, direct and evaluate work of subordinates; develop and conduct technical training programs and reporting; facilitate and serve on committees and advisory boards and actively participate on various regional public information groups; and conduct detailed research and prepare reports and findings. Requires any combination of education and experience equivalent to a Master's degree in Communications, Public Affairs, Journalism or a related field and a minimum of seven (7) years professional communications experience in Government or a comparable organization, to include 3 or more years experience supervising professional staff. Prefer experience with the development of viable communications strategies including the effective use of social media and mobile applications, web content and design, management of studio operations and video production, emergency communications, constituent services, and facilitating boards and committees. Prefer Accreditation in Public Relations (APR) designation from the Public Relations Society of America and/or Accredited Business Communicator (ABC) designation from the International Association of Business Communicators or similar organization for governmental public affairs or communicators. Membership in the City-County Communications and Marketing Association or the National Association of County Information Officers is also preferred. Employment is contingent upon successful completion of a criminal background, credit and DMV check. (Hiring Range: \$69,162-\$110,659) **#11-A311-229** Apply immediately. Visit our on-line employment center at [www.loudoun.gov](http://www.loudoun.gov) for more information and to apply. EOE