

Communications Manager

DEPARTMENT:	Communications	REPORTS TO:	Assistant CEO, External Operations
TITLE CODE:	8019MR	DATE:	4/01/11
POSITION CODE:	R87489	ADMINISTRATIVE REVISION:	6/03/2015

Job Summary

Under general supervision, designs and carries out internal and external communication, education and outreach plans for retirement planning and associated benefits and services.

Distinguishing Characteristics

The Public Relations Analyst reports directly to the Assistant CEO of External Operations. OCERS professional staff is expected to uphold the highest standards of accountability, plan sponsor focus, and system efficiency. Responsible for managing OCERS communications function and deliver an effective communications program based upon OCERS mission and strategy for the benefit of the plan sponsors, retirement system members, beneficiaries and the public.

Performance Attributes

Include but are not limited to the following:

- ▶ Responsible for overall development, training, and evaluation of staff.
- ▶ Manages the production and printing of publications by vendors; includes blue lining/proofing, selection of printing materials, color schemes and distribution/mailing.
- ▶ Plans, organizes, advertises and coordinates special events for the membership including program content, guest speakers, enrollment, and location logistics.
- ▶ Designs and edits publication of booklets including narrative and statistical information for retirement system benefits.
- ▶ Prepares instructional videos, as well as documents for website development/updates and including writing and editing frequently asked questions, forms and templates, published booklets, fact sheets, event calendars, benefit calculators, and status of impending changes to retirement benefits.
- ▶ Creates logos and related themes to develop and maintain corporate identity and program visibility.
- ▶ Prepares media kits and press releases and responds to requests from the media relating to Board of Retirement meetings and other issues.
- ▶ Coordinates content on OCERS website, including the posting of publications (CAFR, PAFR, OCERS Extra, At Your Service, brochures and news items).
- ▶ Schedules, coordinates and handles signups for the Financial Strategies [Seminars](#) [Classes](#) held at OCERS, as well as coordinates activities related to the daytime Pre-Retirement Seminars.

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- ▶ Supervises all details related to the design, photography, editing and printing of the Comprehensive Annual Financial Report (CAFR), and Popular Annual Financial Report (PAFR).
- ▶ Writes and coordinates publication and distribution of Plan Sponsor Update, internal newsletter OCERS Today, and OCERS' Extra eZine which profiles activities taken by the Board of Retirement at regular meetings.
- ▶ Coordinates OCERS annual appearance at the OCEA Health Fair which involves the distribution of information and staffing the OCERS' booth.
- ▶ Coordinates the design and purchase of creative promotional items to promote services to retirement system members.
- ▶ Assists OCERS management in researching pension-related topics, including media articles, television/radio news reports, and actions taken by other public pension plans.

Minimum Qualifications

Minimum qualifications necessary for entry into the classification

Education and/or Experience

A bachelor's degree in Communications, Journalism, English, Business Administration, or a closely related degree and two years of full-time experience designing and authoring business communication plans and outreach/public information projects including newsletters, booklets, guides, websites, desktop publishing, training/education seminars, symposiums, mass mailings and videos.

Special Notes, Licenses or Requirements:

- ▶ A valid California class C driver's license or the ability to arrange necessary and timely transportation for field travel.
- ▶ May be required to use personal vehicle.
- ▶ A complete background investigation is required; a felony or misdemeanor conviction may be a disqualifying factor from employment.

Knowledge/Skills/Abilities

KSA's necessary to perform essential duties of the position

KNOWLEDGE OF

- ▶ California Government Code (County Employees Retirement Law of 1937) provisions and related benefit, employment and tax laws.
- ▶ Supervision and training principles, practices and techniques.
- ▶ Methods and techniques of public speaking and script writing.
- ▶ Communication and public relations theory, concepts, practices and strategies.
- ▶ Methods, techniques and styles of business and article writing, organization, construction, spelling, grammar, punctuation and word usage.

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- ▶ Methods and techniques for formatting, design and layout for print and electronic text and graphic design.
- ▶ County Compensation Ordinance provisions and Memorandums of Understanding related to the administration of retirement benefits.
- ▶ Telephone, office and online etiquette.
- ▶ Computer applications and hardware related to the performance of the essential functions of the job.

SKILLS/ABILITY TO

- ▶ Establish and maintain professional relationships with members of the Board of Retirement, Plan Sponsors, staff, retirement system members, and the public.
- ▶ Communicate effectively in English both orally and in writing with a variety of individuals representing diverse cultures and backgrounds.
- ▶ Perform job functions independently and in an ethical and objective manner.
- ▶ Design and present guides, presentations and formal communication plans.
- ▶ Meet project deadlines and project milestones.
- ▶ Compose, edit and copy for a variety of communication mediums (e.g. videos, websites, telephone/information lines, newsletters, publications, correspondence, flyers and payroll stuffers.)
- ▶ Perform arithmetic calculations, basic statistics and cost analysis.
- ▶ Stay informed of trends and changes in the communications field, including method and technology changes related to print and electronic media.
- ▶ Exercise appropriate judgment in responding to inquiries and releasing information; analyze and project consequences of decisions and/or recommendations.
- ▶ Use standard office equipment such as: computer, printer, scanner, fax machine, photocopier, and 10-key calculators.

PHYSICAL, MENTAL AND ENVIRONMENTAL CONDITIONS

The following is a description of the physical and mental abilities that are customarily required to perform the essential job functions of this position.

Physical and Mental Requirements

- ▶ Speak and hear well enough to communicate in English clearly and understandably in person, over the telephone, and in small groups.
- ▶ Manual dexterity sufficient to use hands, arms and shoulders repetitively to operate a telephone, keyboard, write, and use a calculator.
- ▶ Mental stamina to interact professionally with members of the Board of Retirement, Plan Sponsors, staff and retirement system members.
- ▶ Vision sufficient to read fine print and a computer monitor.

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- ▶ Independent body mobility, agility, and stamina to stand, walk, stoop, bend, and twist, to access a standard office environment.
- ▶ Ability to sit for prolonged periods of time.
- ▶ Body strength sufficient to lift up to 15 pounds and carry files.

ENVIRONMENTAL CONDITIONS

- ▶ The primary work place is in an office environment, working with standard office equipment.
- ▶ Peripheral office equipment generates a quiet to moderate noise level.
- ▶ Operates in an environment that includes elected officials, non-elected officials, government agencies, community interest groups and the general public in the development and coordination of OCERS affairs.
- ▶ Out of area travel may be required to attend professional conferences and meetings.

Acknowledgement

By signing below, I acknowledge that I have reviewed and discussed the contents, requirements, and expectations included in this job description with my supervisor and a copy has been provided to me.

Employee Signature

Date

Supervisor Signature

Date

Reviewer Signature

Date