

# Fairfax County Government

## Communications Specialist III, Office of Environmental & Energy Coordination

**Salary** - \$72,190.56 - \$120,316.98 Annually

**Location** - FAIRFAX (EJ32), VA

**Job Type** - FT Salary W BN

**Department** - County Executive

**Job Number** - 22-02946

**Closing** - 11/4/2022 11:59 PM Eastern

**Pay Grade** - S27

**Posting Type** - Open to General Public

**To apply:** <https://www.governmentjobs.com/careers/fairfaxcounty/jobs/3757323/communications-specialist-iii-office-of-environmental-energy-coordination?keywords=communications%20spec&pagetype=jobOpportunitiesJobs>

### Job Announcement

Under the supervision of the Deputy Director within the Office of Environmental and Energy Coordination (OEEC), this position has primary responsibility for the development, implementation and management of a communications program in support of OEEC and its mission, including planning and strategy. The position will develop, implement and manage creative and effective public relations campaigns, represent the county in presentations to community partners, work with the media, and unify climate and sustainability communications across county departments.

Responsibilities include:

- Comprehensive strategic communications planning on behalf of OEEC and its mission;
- Develops, supervise and manages all communication and public relations planning and programs for OEEC;
- Develops and supervises the production of communication tools (print, multimedia, website and social media) in support of the OEEC's mission;
- Coordinates with OEEC staff to ensure a vibrant OEEC presence on the county's website and its social media accounts;
- Develops content including press releases, articles, and case studies that highlight and promote activities and achievements in the programs and initiatives that support the Board of Supervisor's Environmental Vision, including the Operational Energy Strategy (OES);
- Develops and oversees public engagement campaigns and communications, using best available research and prioritizing frontline communities;
- Identifies and facilitates outreach opportunities that will strengthen relationships or create new partnerships with stakeholders and grassroots organizations;
- Assists in the planning, advertising and hosting of workshops, forums and other public events;
- Periodically conducts audience or constituent research to evaluate and measure the effectiveness of OEEC communications initiatives, efforts and programs;
- Participates in relevant communication workgroups to ensure messages are consistent throughout county departments and with partner organizations;
- Serves as OEEC spokesperson and/or media contact; and

- Interacts directly with the Board of Supervisors, County Executive offices and county departments and agencies on behalf of OEEC.

## Required Knowledge Skills and Abilities

- Ability to supervise the work of others in publication management, multimedia development, community relations or media relations;
- Ability to write, edit and design for departmental publications;
- Ability to write for multimedia;
- Knowledge of photography and planning photography coverage;
- Knowledge of appropriate standards and formatting for online media;
- Ability to manage publications and to generate revenue;
- Ability to use current computer software and email;
- Ability to design and develop Web sites;
- Ability to problem solve;
- Ability to manage projects (including budgeting);
- Ability to communicate in a crisis;
- Knowledge of the methods for preparing information to increase the likelihood of its use;
- Ability to develop and maintain effective working relationships with County government officials, regional officials, and potentially national and international dignitaries and government representatives.

## Employment Standards

### MINIMUM QUALIFICATIONS:

[Any combination of education, experience, and training equivalent to the following:](#)

*(Click on the aforementioned link to learn how Fairfax County interprets equivalencies for “Any combination, experience, and training equivalent to”)*

Bachelors degree in communication, business administration or field related to subject matter expertise, plus 6 years of progressively responsible experience in a communication area of specialization, government relations, management or area of specialization in which the department is represented.

### NECESSARY SPECIAL REQUIREMENTS:

- The appointee to the position must satisfactorily complete a criminal background check.
- All newly hired employees are required to be fully vaccinated against COVID-19 (two weeks after the last required dose) as a condition of employment or obtain approval of a medical or religious exemption prior to their start date. Proof of an exemption or vaccination status will be required during the pre-employment onboarding process. New employees who obtain an exemption from the vaccine mandate for medical or sincerely held religious beliefs may be subject to a weekly testing requirement. Vaccinated employees and employees with a medical or religious exemption will complete the attestation online on their first day of employment or shortly thereafter.
- Ability to attend evening meetings is essential.

### PREFERRED QUALIFICATIONS:

- Master’s degree in a related field;
- Strong written and verbal communication skills, including the ability to present publicly both formally and informally;
- Familiarity with communications and marketing concepts, trends, tools, and platforms;
- Familiarity with energy and climate action including but not limited to areas such as the impact of building energy and transportation emissions on the environment, and the economics of clean energy projects and programs;

- Experience crafting creative public outreach and engagement opportunities and touch points;
- Experience in developing and implementing a communications strategy as it relates to environmental and energy related issues;
- Experience in project management, including coordinating multiple elements with competing or concurrent timelines simultaneously;
- Experience in event planning, including overseeing event logistics, cultivating speakers or participants, and developing messaging or materials to support event promotion;
- Experience working in a local government environment including working with elected officials;
- Ability to work with community organizations including understanding and recognizing how to interact with the community at large;
- Ability to set-up and facilitate meetings;
- Ability to present information to elected officials, senior management, and members of the community in a concise and understandable manner;
- Ability to work independently with minimal supervision to achieve project and program objectives and goals;
- Ability to consistently meet deadlines and to properly prioritize work as tasks and demands shift;
- Ability to apply principles of leadership, creative problem solving, collaboration, decision making, and team building;
- Experience in managing a newsletter, blog, Twitter or Facebook or other social media mechanism or account;
- Demonstrated record of establishing and maintaining effective working relationships;
- Strong Microsoft Office skills, including Word, Excel, and PowerPoint skills;
- Familiarity with and working knowledge of HTML, CSS, and Drupal;
- Experience using graphic design or multimedia development tools including Canva, Adobe Photoshop, Adobe Illustrator, Adobe Premiere, and more.

#### **PHYSICAL REQUIREMENTS:**

This position is primarily sedentary in nature; however, visual acuity to work on electronic equipment such as a computer monitor, typing on a keyboard, and are essential to this position. Ability to lift up to 15 pounds. All duties performed with or without reasonable accommodations.

#### **SELECTION PROCEDURE:**

Panel interview and may include a written exercise.

The population of Fairfax County is very diverse where 39.8% of residents speak a language other than English at home ([Spanish, Asian/Pacific Islander, Indo-European, and others](#)) and we encourage candidates bilingual in English and a foreign language to apply to this opportunity.

**Fairfax County Government prohibits discrimination on the basis of race, color, religion, national origin, sex, pregnancy, childbirth or related medical conditions, age, marital status, disability, sexual orientation, gender identity, genetics, political affiliation, or military status in the recruitment, selection, and hiring of its workforce.**

Reasonable accommodations are available to persons with disabilities during application and/or interview processes per the Americans with Disabilities Act. Contact 703-324-4900 for assistance. TTY 703-222-7314. EEO/AA/TTY.