

The County of Placer, California
is seeking a highly skilled professional for the position of

DIRECTOR OF COMMUNICATIONS AND PUBLIC AFFAIRS

(Unclassified/At-Will Position)





PUBLIC INFORMATION OFFICE

The Public Information Office is the information link between Placer County, its communities and residents, and the media. It serves all County departments providing information to residents, news media, community groups, County employees, and others.

This office is responsible for producing and publishing Placer County's weekly newsletter; preparing and distributing news releases; answering media inquiries; producing written materials such as brochures, fliers, and other literature; planning press conferences; promoting special events; providing media relations and public relations counsel to County departments; and contributing relevant information to the County's website.

THE OPPORTUNITY

This is an outstanding career opportunity to join the Placer County Executive Office and contribute to the continued success of this progressive and innovative organization. Reporting to the County Executive Officer or his/her designee, this position plans, organizes, directs, and coordinates the activities of the County's Public Information Office. Specifically, the Director of Communications and Public Affairs will be responsible to develop, plan, and implement department goals and objectives; direct departmental social media strategies to enhance civic engagement and effective communication to stakeholders; coordinate activities and special events with other departments, outside agencies and organizations, public and private sector officials, and representatives of industry and businesses; and serve as the public information contact in emergencies and other critical events.

PLACER COUNTY

Placer County is an extraordinary community characterized by a healthy and diverse economy, attractive business environment, and residents who benefit from high quality educational, safety, and healthcare infrastructure, in addition to a wide variety of outstanding recreational opportunities. The government center of Placer County (located in Auburn) is well positioned 30 miles northeast of Sacramento, the State capital. The total population is approximately 370,000 in both the unincorporated and incorporated (Auburn, Colfax, Lincoln, Loomis, Rocklin, and Roseville) areas of the County. Encompassing 1,506 square miles, Placer County is part of the greater Sacramento region, which also includes the counties of El Dorado, Sacramento, Sutter, Yolo, Nevada, and Yuba. Lake Tahoe is a short 90-minute drive from the western-most points of the County.

COUNTY GOVERNANCE AND ORGANIZATION STRUCTURE

The County is governed by a five-member Board of Supervisors elected to four-year terms by voters within their respective districts. Six County officials elected at-large (Assessor, Auditor-Controller, County Clerk-Recorder- Registrar of Voters, District Attorney, Treasurer-Tax Collector, and Sheriff-Coroner-Marshall) are responsible to the Board on budgetary and

operational issues; and the non-elected department heads report to the County Executive Officer. Placer County is stable financially due to fiscally prudent decision-making and effective policy setting over the past few decades. Given this stability, the County has been able to achieve its mission to provide responsive, efficient, and effective public services in keeping with its budget and financial policies. The County's budget for FY 2017/18 is \$796.5 million with a staff of approximately 2,900.

THE IDEAL CANDIDATE

Experience and Education

Qualified candidates will possess seven years of increasingly responsible experience in communications or public relations, including three years of administrative and management responsibility. Candidates will also need to possess a Bachelor's degree from an accredited college or university with major coursework in communications, journalism, marketing, or a related field. Possession of an Accredited Public Relations (APR) Certificate issued by the Public Relations Society of America is desirable.

Relevant, equivalent experience (performing the same or similar job requiring similar knowledge, skills, and abilities) may be substituted for the required education. Applicants receiving their degree outside the United States must submit proof of accreditation by a recognized evaluation agency.



COMPENSATION AND BENEFITS

The annual salary range for this position is \$107,931 - \$131,206 (starting salary is dependent upon qualifications and experience). In addition, the County offers an attractive benefits package including:

- **Annual Leave:** The County provides management employees 100 hours of management leave to be used as time off or paid in cash. Employees also receive thirteen paid holidays per year and accrue 10 – 25 days of vacation annually based on years of service.
- **Cafeteria Plan:** The County provides \$2,100 per calendar year to be taken in cash, deposited in a medical spending account, dependent care spending account, or a sponsored 401(k) plan.
- **Health, Dental, and Vision Insurance:** Choice of health insurance plans provided through CalPERS with the County paying 80% of the selected plan's total premium. The County pays for employee dental and vision insurance; dependent coverage is available at employee's expense.
- **Life Insurance:** County provided: life insurance \$50,000 and accident policy of \$10,000.
- **Retirement Plans:** The County participates in Social Security and the California Public Employees' Retirement System (CalPERS).

TO BE CONSIDERED

To apply for this excellent career opportunity, please submit a resume and an application via the Placer County website www.placer.ca.gov/jobs by 5:00 pm Monday April 16, 2018. Appointment to this position will be contingent upon successful completion of a post-offer, pre-employment physical examination and a background investigation, including fingerprint clearance.

Placer County is an equal opportunity employer and is committed to an active nondiscrimination program.



Thank you for your interest in employment with Placer County. Placer County is an equal opportunity employer and is committed to an active nondiscrimination program. It is the stated policy of Placer County that harassment and retaliation is prohibited and that all employees and applicants shall receive equal consideration and treatment. All recruitment, hiring, transfer and promotion will be based on the qualifications of the individual for the positions being filled regardless of sex, sexual orientation, race, color, ancestry, religious creed, national origin, physical disability (including HIV and AIDS), mental disability, medical condition (cancer or genetic characteristics/information), age (40 or over), marital status, pregnancy, childbirth and related medical conditions, or any other classification protected by federal, state or local laws or ordinance.