

# Market Range Detail - Communications Manager (Criminal Justice)

## Effective Date

November 22, 2010

## Market Range Title Description

Positions in this market range title are responsible for the planning, direction, and management of all public information, marketing, and media activities for the Sheriff's Office, County Attorney's Office, or Superior Court. This is a single incumbent position in each department. The Communications Manager advises the elected official and executive management on public information strategies and policies.

Typical responsibilities include: advising the department on how to effectively respond to media inquiries; acting as the spokesperson for the department in regards to all public information activities; providing guidance on sensitive and often controversial public information issues; addressing media, community organizations, and public groups; writing media releases; planning press conferences; researching and reviewing written information about the department and briefing executive management; creating and delivering press releases, articles and speeches; overseeing all public information content including marketing efforts for community programs, newsletters, and website content; developing and maintaining relationships with community groups and the media; developing and implementing internal and external communication policies; developing marketing and public relations programs to enhance the department image and communication with the public; managing subordinate staff; overseeing division budget. The Communications Manager typically reports to the department Elected Official.

## Market Range

Minimum Hourly Rate	Midpoint / Hiring Maximum	Maximum Hourly Rate
\$34.94	\$43.56	\$52.17

## Likely Minimum Qualifications

- Bachelor's degree in communications, public relations, marketing, journalism or related field.
- 5 years of professional experience in journalism, public relations, or marketing preferably for a large organization.
- Other combinations of education and experience may be considered in substitution for the minimum qualifications.

## Working Titles

- Communications Manager

### Glossary:

**Market Range Title:** Broad grouping of related positions with like job responsibilities and qualifications. Market Range Titles typically include positions ranging from entry level to senior/lead level unless indicated otherwise.

**Effective date:** The date the salary range was implemented for use.

**Market Range Title Description:** Broad description of sample job duties and responsibilities of positions included in the Market Range Title. Each position included in a Market Range Title also has a job description that is specific to the department. Departments are responsible for writing and maintaining job descriptions for positions in their department. Employee Compensation is responsible for writing and maintaining Market Range Title Descriptions.

**Likely Minimum Qualifications:** Typical minimum qualifications for positions assigned to the Market Range Title. Because a broad group of jobs in different departments are included in a Market Range Title, minimum and preferred qualifications may vary slightly depending on the area of assignment.

**Market Range:** The minimum, midpoint, and maximum salary points for all positions included in the Market Range Title.

**Hiring Range:** The hiring range for all positions is ordinarily the minimum of the market range to the midpoint. The use of a different hiring range must be approved by Employee Compensation. Departments should use a hiring range that is within their funding capabilities and are required to comply with the County's Funded Position Policy ensuring that applicants are extended a rate that is supported by the department's budget.

**Working Title:** The specific title used by a department to identify a position within their organizational structure. Use of working titles is flexible and aimed to assist departments in identifying the unique functions and responsibilities of each position and is representative of the assigned Market Range Title. Ordinarily, supervisory and/or managerial titles should not be used for positions not assigned to a supervisory and/or manager Market Range Title.