



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

DIRECTOR OF COMMUNICATIONS & PUBLIC AFFAIRS

(Unclassified, Management)

COUNTY EXECUTIVE OFFICE



Annual salary:

\$98,280 - \$119,454

NOTE: This position is scheduled to receive a 2.5% wage increase effective November 15, 2014.

Due to recent California Legislative action, your CalPERS Pension formula is dependent upon your hire date with Placer County.

This recruitment will be open until filled. To be considered for the first round of interviews, application materials must be submitted by: Monday, September 22, 2014 at 5:00 PM. Applications must be submitted online at www.JobsAtPlacerCounty.com.

THE POSITION

The Director of Communications and Public Affairs is a new, unclassified, management position that reports to and serves at the pleasure of the County Executive Officer. The selected candidate will be responsible for the development of strategic communication planning, leveraging technology such as social media, to enhance outreach efforts that will educate and engage the public about County services. The position focus will be on both communications with the public as well as internally to the employees of the organization.

The expectation of the selected candidate will be, at a minimum, to possess knowledge of public relations and community engagement methods; marketing practices; principles of leadership; an understanding of local rules, regulations and laws; organizational management practices; and social media, web design, and graphic/visual presentation methods.

THE IDEAL CANDIDATE

The County Executive Office is seeking a candidate with experience and vision to provide effective communication strategies with County employees and the public we serve. The ideal candidate will possess the following:

- Strong public speaking and presentation skills
- Effective collaboration skills
- Strategic, analytical, and creative thinking skills
- Experience with communications, media relations, public information activities, and outreach services
- Experience with staff management
- Experience creating written communications
- Experience identifying ideal communication methods
- Experience researching and preparing administrative reports

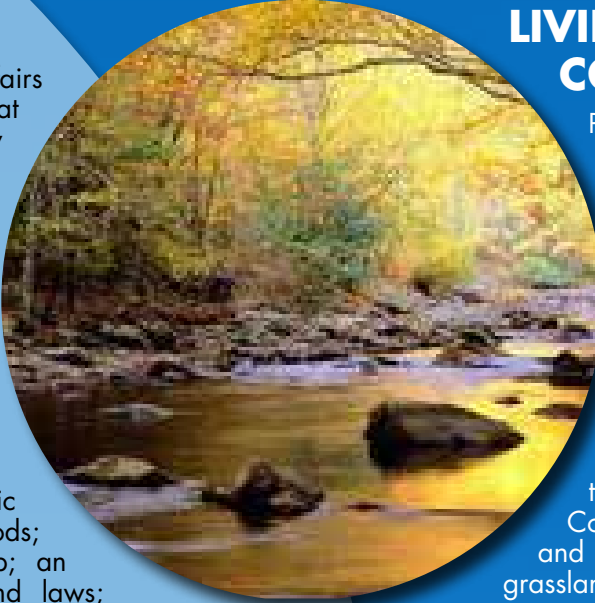
A complete job description of the Director of Communications and Public Affairs is available on our website at: www.jobsatplacercounty.com

THE COUNTY EXECUTIVE OFFICE


The County Executive Office supports and implements the Board of Supervisors policies and procedures, provides organizational direction and leadership, coordinates strategic and regional planning efforts, and fosters efficient and effective management of County activities. To fulfill this mission, the County Executive Officer has implemented three priority initiatives. The role of the Director of Communications and Public Affairs will align communication activities in support of these initiatives.

- **Economic Development:** As the economy gradually emerges from the recession, the County is partnering with local and regional efforts to promote business investment and job growth.
- **Priority-Based Budgeting:** A phased approach focusing on increasing public communication and transparency, and prioritizing services and programs based on measured results and sustainable, ongoing funding.
- **Employee Engagement:** Excellent and innovative service delivery relies upon employees who are highly motivated and connected with the residents and communities we proudly serve.

LIVING IN PLACER COUNTY



Placer County is a delightful place to live and work. The Placer County headquarters in Auburn is only 35 miles from Sacramento and 100 miles from San Francisco and Reno. Stretching from the suburban outskirts of the Sacramento Valley to the mountains of the North Lake Tahoe region, quality of life in Placer County is truly the key to its attractiveness. The County's expansive elevation and landscape encompasses valley grasslands, oak-covered foothills, and snow-capped mountains. Recreational prospects abound in the County's numerous rivers, lakes, state parks and ski resorts. Three vibrant suburban communities make up the south and western areas of Placer County and offer world-class shopping and dining, cultural activities, and the chance to tee off at one of several championship golf courses. The foothills, home to the world-famous Gold Country, offer well-stocked rivers and tree-lined lakes. In the spring and summer months, adventure seekers can compete in the annual Western States Endurance Run/ Ultra Marathon and the Western States Endurance Ride/Tevis Cup; search for gold on the American River; hike old wagon trails through the Tahoe National Forest and Auburn State Recreational Area; or enjoy the Big Tree Grove, waterfalls, camping, back-packing, and nature photography. Water enthusiasts of all skills levels can enjoy canoeing, kayaking, and white-water rafting trips on the picturesque American River.



The High Country offers adventure as well as rest and relaxation. The resorts of North Lake Tahoe provide abundant opportunities for hiking, camping, mountain biking, horseback riding, and boating during the summer and fall seasons. Winter and early spring bring skiing, snowboarding, snowshoeing, ice skating, sledding, and snowmobiling in and around seven ski resorts, including the world-renowned Squaw Valley. Year-round entertainment and cultural activities are available at numerous musical and festival events, local galleries, theaters, museums, boutiques, specialty shops, farmers markets, and extensive wine-tasting venues. From east to west, Placer County offers open space for peace, quiet, or adventure to enjoy leisure time to the fullest.

The County's diverse landscape, moderate climate, stable geography, and low crime rate contribute to its high quality of life. Residents can enjoy a short drive to work while appreciating the opportunity to live in a suburban community, a small town, a farm setting, or the urbanized valley. Moderate, dry days and cool nights characterize the summer months in Placer County. The County's rainy season occurs between November and April; but, excessive rainfall and damaging windstorms are rare. The Sierra Nevada snowfields offer beautiful scenery and winter recreation while providing a major source of water during the dry summer months. Ground stability is an important factor in relocation of both residence and business and Placer County is located in the state's lowest shaking hazard area. The Sacramento Region ranks among the lowest in the state for the probability of a major earthquake. The County's property crime rates are below the state average and the lowest when compared to the Sacramento Region and the Bay Area with a violent crime rate that is approximately half of the other areas' rates. Placer County residents enjoy high-quality, comprehensive medical services and are served by three major acute care hospitals. This distinctive area gives you the opportunity to explore the lifestyle of country living with big city convenience while bringing you closer to nature and surrounding you with history.

MINIMUM REQUIREMENTS FOR THIS POSITION

EXPERIENCE: Seven years of increasingly responsible experience in communications or public relations, including three years of administrative and management responsibility.

TRAINING: Equivalent to a Bachelor's degree from an accredited college or university with major course work in communications, journalism, marketing, or a related field.

LICENSE OR CERTIFICATE: May need to possess a valid California driver's license as required by the position. Proof of adequate vehicle insurance and medical clearance may also be required. Possession of an Accredited Public Relations (APR) Certificate issued by the Public Relations Society of America is desirable.

A complete job description of the Director of Communications and Public Affairs position is available on our website at: www.JobsAtPlacerCounty.com.

More information regarding the County Executive Office is available at: <http://www.placer.ca.gov/Departments/CEO.aspx>.

COMPENSATION AND BENEFITS

SALARY: The annual salary range for this unclassified management position is \$98,280 - \$119,454, which is paid biweekly (26 pay periods annually). A longevity increase of five percent is added to the salary after five years are obtained at the top step. *NOTE: This position is scheduled to receive a 2.5% wage increase effective November 15, 2014.*

In addition, the County offers an attractive benefits package. The following information represents benefits currently available to permanent Placer County management employees. Please note that benefit levels and payment amounts are subject to change, based on County Executive Office/Board of Supervisors mandates.

SUPPLEMENTAL COMPENSATION: The County provides \$2,100 per calendar year in supplemental compensation to be utilized in the following ways: to pay for health and/or dental deductibles and co-pays, to pay for dependent care expenses, cash (this is considered taxable income), or in contributions to a 401(k) plan.

ANNUAL LEAVE: The County provides management employees 72 hours of management leave to be used as time off or cash as well as a competitive vacation and sick leave package and thirteen (13) paid holidays per year. Additional hours of management leave are available based on annual salary multiplied by 4% less \$1,500 divided by the hourly rate of pay.

HEALTH INSURANCE: Health coverage is available through CalPERS with the County paying a major portion of the cost for the employee as well as dependents. Health care benefits are also available in retirement.

DENTAL AND VISION INSURANCE: Dental and vision insurance are fully paid by the County for the employee and dependent dental and vision coverage is also available.

LIFE INSURANCE: A fully paid double indemnity life insurance policy of \$50,000 is provided for management employees. An accidental death policy of \$10,000 is also fully paid by the County.

RETIREMENT PLANS: Employees are covered by Social Security and the California Public Employees' Retirement System (CalPERS). Due to recent California Legislative action, your CalPERS Pension formula is dependent upon your hire date with Placer County. Both 457 and 401(k) deferred compensation plans are available at the employee's option.



APPLICATION PROCESS

To be considered for this excellent career opportunity, please complete and submit the on-line application for employment and supplemental questionnaire, along with your resume. The supplemental questionnaire will require responses to the following three questions:

1. Please describe your experience developing and implementing strategies for improving internal communications within an organization, preferably in a government setting. In your response, please include your specific role in the process.
2. Please describe your experience planning, directing, or using social media and/or associated technologies for the purpose of communicating with large, professional audiences.
3. Please describe a particularly successful campaign or community event that you managed, including awards or recognition received, and specific to the qualifications required for the Director of Communications and Public Affairs.

This recruitment will be open until filled. To be considered for the first round of interviews, application materials must be submitted by Monday, September 22, 2014 at 5:00 PM. Applications must be submitted via the County's website at www.JobsAtPlacerCounty.com. Appointment to this position will be contingent upon successful completion of a post-offer pre-employment background investigation, including a fingerprint clearance and physical examination.

SELECTION PROCESS

The County Executive Office will review the application materials submitted by the initial filing date and will contact the most highly qualified applicants to schedule a hiring interview with the department executive staff. If no applicants from the first round are selected to continue in the recruitment process, additional applications will be reviewed.

PERSONNEL DEPARTMENT

Equal Opportunity Employer
145 Fulweiler Avenue, Suite 200
Auburn CA 95603
Main Telephone: (530) 889-4060
www.placer.ca.gov/Departments/Personnel.aspx

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. Please contact the Personnel Department at least 5 working days before a scheduled examination if you require accommodation in the examination process. Medical disability verification may be required prior to accommodation.

THE COUNTY OF PLACER HAS A NO SMOKING
POLICY FOR ALL COUNTY FACILITIES.

