



Alameda County Care Connect Team

is recruiting for the following position:

◇ **Communications Manager-Public Information Specialist**

Alameda County's Whole Person Care Pilot

Our Mission

AC Care Connect is committed to strengthening a system of care that works together to deliver consumer centered care and supporting high need individuals (the people of Alameda County who face highly complex physical, behavioral, and social challenges) to achieve optimal independence and health.

HOW TO APPLY

Please submit a cover letter and completed County of Alameda Job Application to:
ACCareConnectJobs@acgov.org

The application template is available online on Alameda County's On-Line Employment Center at:
www.jobapscloud.com/alameda

New users can click on "New User Registration" to fill out an application template. Once the application is completed, candidates can click on the "Review" tab to "Print My Application". A PDF version of the application or digital scan of the completed application can be submitted to the email address listed above.

Learn more about Alameda County Care Connect
<http://accareconnect.org/>

Under general supervision of the Alameda County Care Connect, the Public Information Specialist, develops, maintains, and coordinates a public information program for a large County department or agency; to advise and assist management in public information/relations activities; and to perform related duties as required.

Distinguishing Features:

The Public Information Specialist position is distinguished from the next higher class of Public Information Officer in that the latter is a single position class reporting to the County Administrator.

The POSITION

*The County classification for this positions is Public Information Specialist ([link](#) to Public Information Specialist classification).

Minimum Qualifications:

Education: Possession of a Bachelor's degree from an accredited college or university in journalism, public relations, advertising or a related field

AND

Experience:

Two years of full-time experience in journalism or public relations which included the development and editing of publications and/or new releases and the exposure of working with media representatives in the coordination of a public information program. (Additional experience may be substituted for the required education on a year-for-year basis.)

Pay Rate: \$36.28-\$44.53 hourly; compensation commensurate with experience.

Provisional-Project Appointments: *Competing in a Civil Service examination is not required for a **provisional project appointment**. However, to obtain a regular appointment, the appointee will need to compete successfully in a County exam, when open. As a project position, this position is for a specific duration.*

*****Please see specific position information on following pages.**

Communications Manager-Public Information Specialist

Responsibilities:

- Plans, oversees, reviews and executes an internal communication strategy to facilitate the flow of program information among Alameda County agencies, health plans, providers and consumers.
- Plans, oversees, reviews and executes an external communication strategy, including use of digital media channels to engage target audiences about the vision and impact of AC Care Connect.
- Develops data visualizations, presentations, and other materials that help stakeholders understand program activities, successes and identify areas for improvement.
- Produces content that highlights the impact of AC Care Connect performance on consumers, families, providers and the public.
- Writes and edits copy that is culturally appropriate and aligned with audience comprehension including digital and visual content, and can operate within MS Office programs, WordPress, and Constant Contact.
- Oversees vendors to produce digital, graphic, and collateral materials including video and photography, ensuring deadlines are achieved or mutually re-negotiated and communicates changes to leadership.
- Manages communications vendor contracts including performance evaluation and coordinates procurement as needed.
- Serves in a consultative role to departmental management on communication strategy, messaging, and brand management.
- Plans, directs, reviews and evaluates the work of a small professional staff including vendors.
- Monitors current events and new policies relevant to AC Care Connect program goals and target audiences, develops appropriate responses for partners and consumers while ensuring alignment with agency and program messaging.
- Manages multiple projects ensuring deadlines are communicated and achieved, seeking guidance from leadership as needed.
- Operates a variety of standard office equipment, including a computer; may drive a County or personal vehicle to attend meetings.