



County Communications and Community Engagement Manager

J o b D e s c r i p t i o n

JOB INFORMATION

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| Approved Date: | 1/8/2026 12:00:00 PM |
| Working Title: | County Communications and Community Engagement Manager |
| Job Family: | Program |
| Classification: | Senior Program Manager |

ORGANIZATION

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| Department: | County Commissioners |
| Cost Center/Program: | 9011 - County Commissioners |
| Exemption Status: | Exempt |
| Union: | Not Represented |

JOB SUMMARY

This at-will position reports to the Assistant County Administrator, and serves as the Board of County Commissioner's media liaison and spokesperson on general County issues. This position manages communications planning, developing, implementing, and evaluating communications services for Kitsap County. The incumbent serves as the primary liaison between Kitsap County, the media, employees, and the public. The incumbent develops, manages, and disseminates external and internal communications, and manages media relations, public relations and public involvement to appropriately and effectively communicate the County's message. Provides high level communications advice and support and undertakes complex research and analysis in relation to the development, coordination, implementation, and review of communication related policies. Work is performed under general supervision with considerable independence and latitude for exercising judgment in selecting courses of action within established departmental policies, procedures and objectives. This is an "at will" appointed position. An "at will" employee's continued employment with the County is at the discretion of the Board and may have their appointment revoked at any time with or without cause and without right to appeal.

JOB FUNCTIONS

Essential Functions

| Essential Function | % TIME |
|--|--------|
| <p>Develop, implement, and manage public marketing, communications, public relations, and community engagement projects and initiatives from concept to completion for the Board of County Commissioners.</p> <p>Coordinate with other county department staff on complex countywide communications and community engagement projects.</p> <p>Manage vendor contracts, including oversight of program deliverables. Negotiate and manage contract with Bremerton Kitsap Access Television (BKAT), the local access cable channel.</p> <p>Prepare, manage, and monitor communications and community engagement budget.</p> <p>Develop, implement, and revise communication policies, procedures, and governance for the County.</p> <p>Represent the County at public meetings, news briefings, and events.</p> <p>Represent the County on committees, boards and other decision-making bodies dealing with relevant policy, community engagement, and service delivery issues.</p> <p>Identify and assess core communications and community engagement issues; develop viable alternative solutions; then design, recommend and support implementation of approved solutions.</p> <p>Identify necessary data and technologies; establish monitoring programs, and develop feedback and measurement systems, including performance goals.</p> <p>Conduct, evaluate, report and advise the Board and County Administrator on measurement activities (i.e. citizen surveys, polls, focus groups, employee surveys.)</p> <p>Develop analytical assessment and reports.</p> | 35% |

Essential Functions

| Essential Function | % TIME |
|---|--------|
| <p>Monitor media reports on topics related to county government and its stakeholders and proactively make recommendations regarding issues that require coordinated countywide communications and assist in developing strategies to communicate the Board's intent on these matters.</p> <p>Articulate county values to constituents and its position on key policies to build awareness and understanding through consistent communication.</p> | |
| <p>Manage assigned staff, including prioritizing and monitoring workload, identifying and resolving workload issues, conducting employee performance appraisals and professional development plans. Oversee employee selection, training, and discipline as necessary.</p> <p>Supervise communications and community engagement staff and work products.</p> <p>Supervise staff who oversee appointments, staffing, and tracking of community advisory boards and councils, constituent relations and case work, DEI and special community events coordination. Work with HR staff on volunteer coordination and appreciation.</p> <p>Coordinate with all county department and staff representatives, including the Public Disclosure Officer, Human Resources staff, Prosecutor's Office Civil division staff, and Risk Manager on media requests and public announcements.</p> <p>Assist County Commissioners, Administrator, Assistant County Administrator, and county staff with responses to requests from the news media and the public for information, interviews, perspectives and opinions on issues. Facilitate issue resolution.</p> <p>Work with media representatives, community groups and citizens to research and address their requests for information.</p> <p>Provide support for customer service/care strategies and public education and outreach programs for county departments and agencies, as assigned.</p> | 15% |
| <p>Responsible for internal and external communication for the Board of County Commissioners. Develop key communications tools, resources and materials, including fact sheets and displays, newsletters, pamphlets, reports, talking points, presentations, news releases, social media posts, advertising, and live and taped broadcast.</p> <p>Research, write, edit and produce County-issued press releases and, when required, employee communications.</p> <p>Create content for communicating and maintain media lists for local and regional print, periodicals, radio, internet and electronic media contacts.</p> <p>Provide oversight of County's communications standards, public messaging consistency, and compliance with applicable legal and policy requirements for County social media accounts, as outlined in the County Social Media Policy.</p> <p>Edit, monitor and maintain the official web site for the County in coordination with departments and elected offices staff, and oversee and prioritize content of the County home intranet page.</p> | 20% |
| <p>Develop, implement, and monitor County graphic standards and branding as approved by the Board of County Commissioners across County Departments.</p> <p>Coordinate a network of departmental information and customer service representatives, providing these representatives with communications support and strategic counsel. Work with department level communications staff to coordinate consistent communications across County departments.</p> <p>Develop and administer employee training on communications related issues (i.e. media spokesperson, crisis communications).</p> <p>Manage the Kitsap Electronic Notification System (KENS).</p> | 10% |
| <p>Support the Department of Emergency Management during an emergency or disaster, reporting to the County Administrator or Assistant County Administrator, as needed during drills and emergency events.</p> <p>Manage the effective dissemination of emergency information to the public before, during, and after an emergency or disaster.</p> <p>Direct County emergency public information and communication efforts.</p> <p>Coordinate with County Administrator and/or Chair of the Board of County Commissioners and Public Works regarding communication issues during inclement weather and other critical incidents and provide timely and accurate information to the county employees and residents.</p> <p>Work in the Joint Information Center during emergencies and create real-time communications for updates, as assigned.</p> <p>Write and edit press releases, brief the media and assist in managing local and national media representatives on scene of events if called upon.</p> | 5% |
| <p>Ensure compliance with records retention requirements in all channels and manage third party applications to ensure archival processes.</p> <p>Ensure compliance with Revised Codes of Washington, related Washington Administrative Codes, and local County ordinances and resolutions pertaining to records retention requirements in all channels and other areas of responsibility. Ensure compliance with archival processes.</p> | 5% |

Required for All Jobs

- Performs other duties as assigned
- Complies with all policies and standards

This Job is Essential



Report for duty on time and remain at work until the end of their scheduled shift even if an inclement weather event or emergency is declared. The employee assigned to this position is an "Essential Employee" under the Public Works Inclement Weather/Emergency Response policy.

QUALIFICATIONS

Education

| Education Level | Education Details | Required/ Preferred | |
|-------------------|---|------------------------|-----|
| Bachelor's Degree | Communications, Business or Public Administration, English or directly related field, from a college or university accredited by an agency recognized by the US Department of Education | Required | and |

Work Experience

| Experience | Experience Details | Required/ Preferred | |
|------------|---|------------------------|-----------|
| 6 years | progressively responsible communication management experience to include experience in the areas of public relations, communications or administration. | Required | including |
| 3 years | management or supervisory experience Recent (within the last three years) public sector, preferably local government communications management experience. | Required Preferred | |
| | FEMA or disaster preparedness knowledge and experience. | Preferred | |

| Licenses/Certifications | Required/ Preferred | |
|-------------------------|------------------------|----|
| FEMA PIO | Preferred | or |
| Certified PIO | Preferred | |

Equivalency

Relevant work experience demonstrating required knowledge, skills, and abilities may substitute for educational requirements. Work experience is essential and cannot be replaced by additional education.

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| Project management, from conception through completion. |
| Ability to respond during non-work hours in the event of an emergency or emerging urgent issue. |
| Developing communication, political and program strategy |
| Communication principles, practices, and strategies |
| Budget development and contract management |
| Skilled in common software used for communication and graphic design. |
| Knowledge and experience with analytical software such as Siteimprove, ArchiveSocial, Hootsuite or GovDelivery preferred. |
| Command of the English Language, both orally and in writing. |
| Creative and dynamic leadership skills, including experience with building relationships and coalition. |
| Interpersonal relationships using tact, patience and courtesy. |
| Establishing and maintaining cooperative and effective working relationships with others. |
| Skill in supervising, coaching and developing staff. |
| Skill in planning, assigning, directing and evaluating work of project participants. |
| Skill in conflict resolution, problems solving and negotiation. |
| Skill in budget development and monitoring |
| Skill in providing program advice and education to the public. |
| Skill in presenting information to audiences of all sizes. |
| Ability to research, gather, and analyze data as well as writing statistical and analytical reports. |
| Gather, analyze, synthesize and evaluate a variety of data. |
| Organize facts and present finding, conclusions and recommendation in a clear, concise and logical manner. |
| Ability to work independently with limited supervision. |
| Ability to be adaptable and flexible in an extremely fluid and dynamic environment with constant shifting of prioritization of task is needed. |