

**MONTGOMERY COUNTY GOVERNMENT  
ROCKVILLE, MARYLAND  
CLASS SPECIFICATION**

**Code No. 000812  
Grade 24**

**PUBLIC RELATIONS SPECIALIST**

**DEFINITION OF CLASS:**

This is public relations and communications work, including the planning, development, and implementation of strategic marketing campaigns to enhance and increase public awareness of and visits to business districts that are undergoing redevelopment and revitalization within an assigned regional area of the County. Employees in this class typically work in a County Regional Services Center and establish and maintain ongoing contact with the business community located within the urban district of the region. Contacts with business owners, members of the local Chamber of Commerce, and representatives of other organizations associated with the business community are established and maintained by the employee for the purpose of planning and coordinating marketing opportunities and special promotional events. The employee also has personal contact with the offices of the County Executive, County Council members, County State Delegates, and business executives to coordinate special appearances and/or develop, fund, and execute cooperative marketing/promotional efforts within the Urban District. Apart from work that involves meetings with business community members or citizen groups, the provision of personal, one-on-one, direct assistance to the general public is limited.

Employees assigned to this class plan, develop, and coordinate the implementation of marketing strategies such as media campaigns and major special events (i.e., parades, outdoor music festivals, art and food venues) to facilitate and support County business redevelopment and revitalization efforts within an assigned region of the County. The employee typically reports directly to a Regional Services Center Director, who sets major, overall objectives and fiscal resources available and evaluates the employee's work in terms of results achieved. The employee is expected to independently plan and coordinate the efforts necessary to meet established objectives, resolve most conflicts that arise, and keep the supervisor apprised of potential controversies or problems with far-reaching implications. Guidelines available consist of Federal, State, and local legislation and regulations that affect businesses within the assigned urban district, requirements and procedures for obtaining County Government services available to eligible businesses within the assigned urban district, established principles and practices of business marketing and outreach, and County Government contract and procurement regulations and requirements. Business marketing and outreach principles and practices may require some modification and/or adaptation in order to accommodate unique and/or unusual situations when planning and coordinating business marketing or promotional events. The work of this class is made complex by the large number and diversity of businesses with which the employee must establish and maintain working relationships; the "public image" problems/perceptions in the general public that the employee must understand and overcome; and, the myriad factors involved in planning and coordinating special events (i.e., multiple participants and sponsors, interest and/or participation of high profile political figures, overlapping and/or tight timeframes and schedules, limited budget). The purpose of the work of this class is to "market" the urban/business district to the general public by planning, producing, and promoting communication and special events that add to the vibrancy of the urban district to which assigned and publicize/promote increased positive public awareness of and visits to the urban/business

district and its businesses. The work is primarily sedentary, usually performed in a normal office setting, and not normally associated with any unusual hazards or physical demands.

**EXAMPLES OF DUTIES: (Illustrative Only)**

- Plans, develops, and implements strategic marketing campaigns to increase public awareness of , and visits to, the urban/business district within a regional area of the County that is undergoing redevelopment and revitalization; works and negotiates with executive level managers and appointed officials of business organizations, large corporations and municipalities to develop, fund, and execute cooperative marketing/promotional efforts.
- Plans, develops and produces a variety of annual small and large special events (i.e., parades, food and art venues, music concerts) to attract the general public to the urban/business district; determines timeframe, scheduling, and budget; establishes and maintains communication with event participants; resolves problems related to logistics, safety, communication, permits, etc; monitors contractual employees involved in event planning and production; and develops new events, as appropriate.
- Plans, develops, and implements print, television, radio and direct mail advertising; provides information and news stories for the media; provides speakers for talk and interview shows; arranges for the County Executive, County Council members, and other high profile elected government officials to participate in special events; and develops and plans for distribution of business and dining guides, promotional brochures, maps, newsletters, etc.
- Serves as liaison to the business community; provides information on redevelopment and related activities; assists the business community to adjust to problems and opportunities of redevelopment; creates partnerships between new and existing businesses to welcome new arrivals; implements cross-promotional programs; creates sponsorship and branding opportunities for businesses; serves as marketing consultant to businesses; provides marketing advices and referrals when requested; recommends and/or arranges for joint marketing opportunities among businesses; works closely with the local Chamber of Commerce regarding outreach efforts to support local businesses.
- Chairs and/or participates in various advisory boards, committees, and task groups supporting local businesses, arts and entertainment industry, and local non-profit groups; represents the Regional Services Center in activities at the local or state level to enhance and market the urban/business district and/or to provide guidance.
- Meets with, and makes presentations before appointed/elected officials, local and regional community groups, and representatives of local, State and Federal government agencies. Coordinates with and participates in State and regional organizations' marketing/promotion activities.
- Assists the Regional Services Center Director in the development and presentation of the budget request for marketing; manages the approved marketing budget; coordinates procurement for marketing services including contract negotiations and administration.
- Performs related duties as required.

**KNOWLEDGE, SKILLS AND ABILITIES:**

- Comprehensive knowledge of marketing and public relations principles, procedures and techniques in order to plan and implement promotional and public relations campaigns in support of business redevelopment and urban revitalization projects.
- Comprehensive knowledge of special event planning in order to develop and direct a variety of large and small scale special events such as parades, outdoor music concerts, and outdoor festivals within the business/urban district of a redevelopment/revitalization project.

- Understanding of the dynamics that exist among the diverse business and community representation within an urban business district.
- Skill in making presentations to and gaining cooperation from among multiple parties having different viewpoints and interests, to include elected/appointed officials, large and small business owners and representatives, County managers, and public/private and community groups.
- Knowledge of County contract monitoring and administration; and ability to manage event staff, consultants, and contractors.
- Knowledge of County budget preparation and management processes.
- Ability to communicate clearly and effectively both orally and in writing.
- Ability to attend evening meetings, conduct marketing activities, and perform other assignments at locations outside the office.

**MINIMUM QUALIFICATIONS:**

**Experience:** Extensive (5 years) experience in marketing, public relations, event management and promotion work.

**Education:** Bachelor's degree in marketing, public relations, communication, or a related field.

**Equivalency:** An equivalent combination of education and experience may be substituted.

**LICENSE:** None.

**PROBATIONARY PERIOD:**

Individuals appointed to a position in this class will be required to serve a probationary period of twelve (12) months and, if promoted to a position in this class, will be required to serve a probationary period of six (6) months. Performance will be carefully evaluated during the probationary period.

Continuation in this class will be contingent upon successful completion of the probationary period.

**MEDICAL EXAM PROTOCOL:** Medical History Review.

**Class Established:** January, 2006

**Revised:** August, 2013