

POSITION DESCRIPTION

OHIO DEPARTMENT OF ADMINISTRATIVE SERVICES

AGENCY
Department of Administrative Services

DIVISION OR INSTITUTION
Administrative Support

UNIT OR OFFICE
Office of Communications

State Agency County Agency New Position Change

County of Employment
Franklin

USUAL WORKING TITLE OF POSITION
Communications Manager

POSITION NO. AND TITLE OF IMMEDIATE SUPERVISOR
20072119 Deputy Director 4

NORMAL WORKING HOURS (Explain unusual or rotating shift)
8:00 a.m. - 5:00 p.m.

JOB DESCRIPTION AND WORKER CHARACTERISTICS

%	Job Duties in Order of Importance	Minimum Acceptable Characteristics
60	Serves as Department of Administrative Services (DAS) Communications Manager with oversight of all written & electronic forms of communication directed to DAS employees: develops necessary policies & procedures to ensure agency publications are appropriate, timely, & effective; uses marketing techniques (e.g., focus groups, usability studies, surveys) to evaluate effectiveness of agency publications and recommends necessary improvements; works with division managers & staff to create materials for distribution to state employees and DAS audiences (e.g., state employees, state agencies, DAS employees & general public); designs, writes & edits materials (e.g. instructional materials, manuals, public relations materials, newsletters & brochures) and develops marketing strategies to target specific audiences; formulates & implements policy regarding effective communication tools and methods for distribution & delivery (e.g., print vs. electronic, payroll inserts for state employees); attends publication production meetings; attends seminars/classes as needed to maintain knowledge of latest electronic & technological changes in publication software.	Knowledge of (1) business administration; (2) agency & state government policies & procedures*; (3) operations research techniques; (4) public relations; (5) English composition & grammar. Skill in (6) operation of personal computer & associated hardware/software (e.g., Photoshop, Illustrator, PageMaker, Freehand, Flash, Dreamweaver, MS Word & Excel); (7) graphics creation, page layout & web site design. Ability to (8) deal with many variables & determine specific course of action; (9) use proper research methods in gathering data; (10) gather, collate & classify information about data, people or things; (11) draft & edit administrative policies, procedures, informational booklets & directives.
20	Serves as the Communications Consultant for the General Services and Equal Opportunity Divisions of DAS. In this capacity the communications manager routinely checks in with the Deputy Directors or program Administrators to offer communications solutions to enhance their business or solve problems.	Knowledge of 2*, 3, 4, 5 Skill in 6, 7 Ability to 8, 9, 10,
20	Serves as the Editor for the DAS internal newsletter, The Public Servant. Responsible for generating story ideas, making reporting assignments for the PIO1 position with the office, editing final copy for the newsletter, and upholding the standards set for the newsletter by the Deputy Director for Communications and External Relations.	Knowledge of 2, 3, 4, 5 Skill in 6, 7 Ability to 8, 9, 10, (12) update & maintain web sites.

This position is overtime exempt

*develop after employment

POSITION NUMBER
20005411 (409,0)

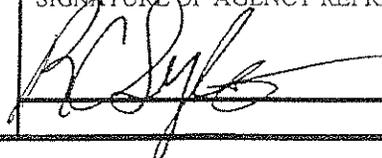
JOB CODE TITLE
Management Analyst Supervisor 2

JOB CODE
63216

List Position Numbers and Class Titles of Positions Directly Supervised:

SIGNATURE OF AGENCY REPRESENTATIVE

DATE



5/2/08

APD 5/2/08 WJD