



CLASS SPECIFICATION

VOTER OUTREACH/ELECTION COMMUNICATION COORDINATOR

JOB SUMMARY

This is administrative and supervisory work in direct assistance to the Elections Manager and the Spokane County Auditor. Primary responsibility is for voter outreach, voter education, drafting and management of grant applications, staff and volunteer training, media relations, publications, web site management, external communication, and oversight of voter service centers and ballot drop-off locations.

CLASSIFICATION STANDARDS

This single classification is responsible, under the direction of the Elections Manager and the County Auditor, for community outreach and voter education, including outreach to disability and minority groups as mandated by the Help America Vote Act of 2002, for training of staff including extra help employees, election workers and volunteers, maintaining contacts and providing information to the media, producing election publications including the Spokane County Voter's Pamphlet as authorized by the County Commission, the oversight and coordination of voter service centers and ballot drop off locations and acting as the official spokesperson for the Spokane County Elections Office. It is distinguished from other positions in the office by developing and administering these programs and supervising their execution. This position works with considerable independent judgment and discretion.

EXAMPLES OF DUTIES: (Duties may include, but are not limited to the following)

The Help America Vote Act of 2002 requires a new level of outreach by local elections departments. The State Plan filed by the Secretary of State requires counties to provide voter education. HAVA specifically requires outreach programs to inform the individuals about the availability of accessible polling places and training election officials, poll workers, and election volunteers on how best to promote the access and participation of individuals with disabilities in elections for Federal office."

Develop, plan, organize and supervise the voter outreach, communication and media relations programs.

Recommend selection of voter service center staff, and assist in performance appraisals of that staff.

Participate as a member of the Spokane County Auditor's Management Team.

Write and administer grant applications such as those of the Help America Vote Act of 2002.

Make elections department presentations (such as required resolutions and educational updates) to the Board of County Commissioners.

Monitor Election Administrator Certification Program to ensure staff members obtain continuing education required to maintain their certification.

Coordinate staff training classes (regular training is required for extra help workers).

Recruit and train election observers.

Official spokesperson for the Elections Office, including media relations. Prepare and distribute news releases including: Election Results, Schedule of required election activities for each election, Announcements of new laws and policies that might affect voters. Create media election guides. Coordinate on air appearances and interviews, election night coverage, special media requests and voter education. Track media coverage of election issues.

Liaison with political parties and campaigns.

Coordination, maintenance, daily updating and quality control of elections web site.

Creation of educational, training and media videos for staff and customers (candidates, campaigns, political parties, news media).

Graphic design control to maintain consistent look throughout all printed and electronic media.

Track public records requests for the elections office.

Develop and execute voter outreach and voter education campaigns, including mock elections (ASB, Chase Youth Commission, etc.), Get Out the Vote Drives, Voter Registration drives.

Develop and maintain voter outreach contact list.

Coordinate Spokane County Elections Disability Advisory Committee and maintain official records of the committee and implement committee recommendations.

Conduct Disability Accessibility Voting Unit demonstrations.

Develop and produce publications including the local voter's pamphlet.

Coordinate College Civics Program with Secretary of State's Office as required by the Help America Vote Act of 2002.

Perform other related duties as needed.

MINIMUM REQUIREMENTS

TRAINING AND EXPERIENCE: Associates degree in communications, English, journalism, public relations, public administration or other discipline in which the course work emphasizes communications, writing or the dissemination of information; AND, three (3) years experience in a related field; OR any equivalent combination of training and/or experience that provides the required knowledge and abilities. Elections related experience is preferred.

LICENSE

Acquire and maintain a Washington State Certificate of Election Administrator within three (3) years of employment. Current certification is preferred.

BEHAVIORAL STANDARDS

Respectful and courteous to customers, workers, and County leadership. A team player that helps the organization meet its objectives. Takes initiative to meet work objectives. Effectively communicates with customers and other County employees. Friendly and respectful to customers and other County employees. Gets along with co-workers and managers. Positively represents the County, maintaining the trust County residents have placed in each of us. Demonstrates honest and ethical behaviors.

SELECTION FACTORS

Considerable Knowledge of:

- the local media.
- public presentations.
- mass communications.
- the political system and local, state and federal government.
- laws, policies, rules, regulations and operating procedures governing elections.
- legal guidelines and requirements for access to the ballot by disabled and minority voters.
- internet website design and maintenance.

Ability to:

- recruit, train, supervise and evaluate the work of others.
- produce brochures, pamphlets, audio and video presentations.
- write and track grant applications.
- organize, prioritize and coordinate many activities concurrently.
- communicate effectively both in writing and orally; make effective public presentations.
- use discretion and tact in communicating with the media, political officials, governmental agencies and others involved in the election process.
- work independently, often under pressure.
- recruit, hire and evaluate employees.

- exhibit initiative sufficient to assist the Auditor's Office in meeting its objective of achieving a superior level of customer and public service through honest and ethical behavior.

Skilled in the use of standard office equipment, audio visual equipment, personal computer and design software related to job duties.