



Director of Communications

DEPARTMENT: PAO - Prosecuting Attorneys
SALARY: \$132,332.20 - \$167,713.00 Annually
LOCATION: King County Courthouse - 516 3rd Ave, Seattle
JOB TYPE: Appointed
CLOSING DATE: 02/18/20 11:59 PM

SUMMARY:

The mission of the King County Prosecuting Attorney's Office (PAO) is to "Do Justice." The hallmarks of service in the Office are Integrity, Compassion, Leadership and Professionalism. King County provides more than 2 million residents with excellence and equity in the essential services that make this one of the nations' best places to live, work, play and raise a family.

The PAO employs over 500 deputies and staff throughout four Divisions and a central Front Office. Our Civil Division serves as the law firm for all King County agencies. Our Family Support Division serves families by helping parents connect to community services and to the King County Superior Court to establish, modify and enforce child support obligations. Our largest division, the Criminal Division, is responsible for prosecuting all adult felony crimes in King County and all adult misdemeanor crimes in unincorporated King County. Our Juvenile Division is responsible for prosecuting all juvenile crimes in King County.

We have a number of innovative programs that allow us to divert individuals away from the criminal justice system and toward treatment and services designed to meet needs relating to drug and substance abuse, mental health issues, and poor decision-making.

It is a priority of the PAO to maintain a positive relationship with the public, news media and other related organizations and stakeholders.

We value diversity and strive to hire a workforce that reflects the community that we serve. It is essential to our mission that we create and maintain an office that is diverse and inclusive. We encourage you to watch our six-minute values video:

<http://www.kingcounty.gov/depts/prosecutor/jobs.aspx>

We are looking for an experienced, strategic, collaborative, responsive, enthusiastic communications professional with a creative mindset who is experienced in diversity, equity and inclusion (DEI) and will share and convey our passion for Justice, Integrity, Compassion, Leadership and Professionalism, to join our leadership team.

We are seeking a:

- **DEI:** Leader with demonstrated knowledge of and experience working on initiatives and within organizational cultures with a focus on diversity, equity and inclusion.
- **Experienced:** High-level leader who can work side-by-side with top-level PAO managers including Dan Satterberg, the Chief and Deputy Chief of staff, Chiefs of all Divisions, as well as external leaders at other government agencies and community partner organizations including the King County Sherriff, King County Executive, Seattle Police Department, Seattle City Attorney, etc.
- **Strategic:** Proactive thinker who can anticipate challenges and envision opportunities; strategic planner in the development of internal and external PAO communications initiatives.

- **Collaborative:** Team player who can listen and put other ideas first, when needed, and create inclusive environments, open conversations and authentic connections. Can thoughtfully provide and receive constructive feedback for the better of the project/group.
- **Responsive:** Action-oriented contributor who understands the urgency around deadlines and can think quickly, gather input and respond accurately under pressure at times.
- **Enthusiastic:** Leader who can maintain a consistent, energetic attitude in a fast-paced and sometimes stressful work environment. Passion for equity and social justice issues and doing justice in the criminal justice system.

JOB DUTIES:

- Manage the media relations team (1 direct report) to ensure the public receives timely, accurate information throughout the week about all cases via the media. Oversee all media inquiries including those related to high-profile cases, critical issues and sensitive requests. Analyze requests and research reporters, producers and production companies.
- Manage all media opportunities with local and national outlets including New York Times, Washington Post, 60 Minutes and NPR, as well as all requests for possible participation for TV and film projects.
- Responsibly and strategically manage crisis communication situations to help keep the public educated and steward the reputation of our victims/survivors and the PAO.
- Provide media coaching and support to all subject matter experts who serve as spokespeople for the PAO. Deliver annual media training to all attorneys early in their careers and advanced counsel to seasoned staff and attorneys who interact with the media. This role may occasionally serve as public spokesperson on some issues.
- Develop and distribute media and public relations materials including: talking points, media alerts, press releases, executive speeches, PPT and Prezi presentations, etc. Review and edit communication materials created by others including reports, fliers, memos, etc.
- Serve as part of the PAO's leadership team, collaborating on office-wide initiatives and related communication strategies that support the PAO's vision and mission
- Develop, execute and lead a comprehensive, strategic communications plan for the PAO, including internal and external communications. This includes championing the creation and distribution of compelling content that dynamically captures the department's work and educates the public of how the PAO furthers justice in our region and serves as a national leader.
- Develop and pitch positive stories that promote awareness of the PAO's programs, initiatives, community engagement, and employee successes. This form of storytelling should promote the PAO's brand around "Do Justice" across various platforms.
- Manages all external and internal communication including the PAO website, internal employee newsletter and social media channels including Facebook, Twitter and LinkedIn. Write and produce content including photos, videos and articles.
- Support some PAO internal and external events with communication related to planning, messaging, collateral, photos, social media, etc. Collaborate with PAO employees, leadership team, community partners, etc. as needed.
- Coordinate with King County communication teams to help share stories. Partner with King County TV on show segment ideas and the Executive's Office on newsletter stories.
- Steward the PAO brand by educating the office on branding guidelines and implementing best practices. Ensure all future communication collateral has a consistent look and feel.
- Occasionally manage and coordinate with external vendors and consultants around graphic design, communication, etc.
- Research and develop ideas for new communication opportunities that resonate with various audiences including podcasts, digital media, infographics, etc.
- Maintain exceptional working relationships with leadership, staff, media representatives, community leaders, law enforcement and other government agencies, etc. Identify opportunities to create new partnerships and build mutually beneficial relationships.
- Mentor and help supervise others in the office to provide for professional development opportunities. Assign communication-related projects and oversee work.

EXPERIENCE, QUALIFICATIONS, KNOWLEDGE, SKILLS:

- Competency in DEI and equity and social justice issues.
- Bachelor's degree preferably in Communications or related field.
- Minimum 7+ years of experience in a high level communications role.
- Experience managing and executing across several communication platforms, from social media to websites to printed collateral.

- Skill in communicating effectively. Developing and delivering multi-faceted communications that convey a clear understanding of the unique needs of audiences.
- Knowledge of local government and the political process. Criminal justice exposure/knowledge is a plus.
- Excellent written and public speaking skills.
- Skill in thinking strategically.
- Skill in planning and prioritizing work to meet commitments aligned with the PAO's communication strategy.
- Skill in effectively building formal and informal relationship networks inside and outside the PAO.
- Skill in creating new and better ways to be successful in managing the PAO's communications. • Understanding of how to leverage multimedia storytelling, content strategy and cross-platform communication.

SUPPLEMENTAL INFORMATION:

Must pass Criminal History background check to include fingerprinting.

APPLICATIONS MAY BE FILED ONLINE AT:
<http://www.kingcounty.gov/>

Job #2020-11261
DIRECTOR OF COMMUNICATIONS
HP

King County Administration Bldg.
500 4th Ave. Rm. 553
Seattle, WA 98104
206-477-3404

Talent@kingcounty.gov

An Equal Opportunity Employer

Director of Communications Supplemental Questionnaire

- * 1. 1. Our office doesn't have a tagline per se, but we do talk about our mission being focused on "doing justice" and that's supported by our core values of integrity, professionalism, leadership and compassion. What is one idea you have for how we could explain "doing justice" and communicate it externally to the media?
 - * 2. 2. Criminal justice in America, and in our region, is going through a period of transformation. What story do you think would be most important to share with the public about the changing nature of justice in King County? How do you justify prioritizing this news story?
 - * 3. 3. What is the most important equity or social justice issue to you – and why?
- * Required Question