

Fairfax County Government

Marketing & Communications Section Chief (Management Analyst IV)

Salary - \$95,668.98 - \$159,449.26 Annually

Location - FAIRFAX (EJ03), VA

Job Type - FT Salary W BN

Job Number - 24-01806

Department - Transportation

Opening Date - 07/27/2024

Closing Date - 8/23/2024 11:59 PM Eastern

Pay Grade - S32

Posting Type - Open to General Public

To apply: <https://www.governmentjobs.com/careers/fairfaxcounty/jobs/4591173/marketing-communications-section-chief-management-analyst-iv?keywords=marketing&pagetype=jobOpportunitiesJobs>

Job Announcement –

Since 1977, the Fairfax County Department of Transportation (FCDOT) has served the Fairfax County community by enhancing mobility, safety, and the quality of life of residents, businesses, and visitors through planning, coordinating, funding, implementing, and sustaining a multimodal transportation system. FCDOT is seeking a versatile, creative, and public service-oriented professional to lead the Marketing and Communications Section. As a member of the leadership team of the department, this person reports to the agency deputy director, providing strategic counsel to department leadership and participating in department-wide decision making. This individual leads the department's media relations, Freedom of Information Act (FOIA) compliance, and risk, crisis, and emergency communications. This individual serves as official spokesperson for the department, fosters partnerships at the local, state, and regional level, and coordinates with other county and state agencies, transportation partners, and members of the media. This role also responds as essential personnel during emergencies and is part of the Fairfax County Emergency Support Function (ESF) 15 – External Affairs, as well as the Regional ESF-15.

Regular evening and weekend work may be required. Off-site meetings/events and project site visits will require the operation of a personal and/or County vehicle.

Typical responsibilities include:

- Developing and overseeing the implementation of policies, procedures, and strategic plans for the Section to achieve agency goals and objectives.
- Managing professional staff who provide public relations, marketing, communications, and public engagement support to all divisions of the agency, and steering Section work in accordance with Fairfax County's Strategic Plan and One Fairfax (equity) efforts.
- Leading various major events conducted by the department, including groundbreakings and ribbon cuttings (to celebrate major project completions), with Board Members, partners, and County leadership.

- Assisting with developing and/or maintaining a strong and consistent brand for the department, especially related to Fairfax Connector and the various projects being undertaken by the department.
- Serving as a member of the countywide editorial team led by the Office of Public Affairs.
- Supporting the Fairfax County Commuter Services team, programs, and marketing and outreach strategy for the County's Transportation Demand Management (TDM) goals.
- Coordinating with agency leadership to ensure standard communications, marketing and public affairs policies and procedures are followed throughout the agency, especially pertaining to the dissemination of public information, FOIA compliance, social media engagement, and conducting equitable and inclusive community outreach and engagement.
- Overseeing staff who manage outreach programs for FCDOT (including providing timely customer service in response to resident inquiries), such as the Fairfax County Free Student Bus Pass Program, the Transit Ridership Incentive Program (TRIP) and the Employee Commuter Benefits Program (CBP).

Note: The assigned functional areas of this position are Leadership, Management, Marketing, Communications, and Public Engagement.

For more information on the Fairfax County Department of Transportation, please click [here](#).

Employment Standards

MINIMUM QUALIFICATIONS:

[Any combination of education, experience, and training equivalent to the following:](#) *(Click on the aforementioned link to learn how Fairfax County interprets equivalencies for "Any combination, experience, and training equivalent to")* Graduation from an accredited four-year college or university with a bachelor's degree in fields related to the assigned functional areas; PLUS, five years of professional work experience within more than one of the assigned functional areas.

PREFERRED QUALIFICATIONS:

- Master's degree in communication, journalism, public administration, political science, or related field.
- Five or more years of managerial/supervisory experience.
- Experience and knowledge of the principles of public administration and public relations as applied to local government operations.
- Knowledge and expertise in media relations.
- Experience with drafting responses to media inquiries.
- Detailed knowledge of the requirements of the media regarding content, format, and timing of official releases.
- Experience responding to, or coordinating responses to, Freedom of Information Act (FOIA) requests.
- Knowledge and expertise in crisis communication planning and implementation.
- Knowledge and expertise in providing digital, online and social media communications for local, state or federal government agencies.
- Experience marketing transportation programs or services.
- Familiarity with multi-modal transportation, especially transit planning and operations.
- Experience working with vendors and contractors that assist in outreach, communications, and marketing related tasks.

- Experience in marketing and communications for Transportation Demand Management (TDM) programs.
- Exceptional verbal and written communication skills, including the ability to write for multiple media formats, as well as conduct public presentations.
- Ability to establish and maintain effective relationships with the public, the press, and County employees.
- Ability to communicate effectively with boards, elected officials and other senior officials.
- Ability to lead and manage a staff to meet departmental objectives.

CERTIFICATES REQUIRED:

Driver's license (required)

NECESSARY SPECIAL REQUIREMENTS:

The appointee to this position will be required to complete a criminal background check, credit check and driving record check to the satisfaction of the employer.

PHYSICAL REQUIREMENTS:

Work is generally sedentary in nature, however, employee may be required to do some walking, standing, bending, and carrying of items up to 25 pounds in weight. All duties may be performed with or without reasonable accommodations.

SELECTION PROCEDURE:

Panel interview; may include exercise.

The population of Fairfax County is very diverse where 38.7% of residents speak a language other than English at home ([Spanish, Asian/Pacific Islander, Indo-European, and others](#)) and we encourage candidates bilingual in English and a foreign language to apply to this opportunity.

Fairfax County Government prohibits discrimination on the basis of race, color, religion, national origin, sex, pregnancy, childbirth or related medical conditions, age, marital status, disability, sexual orientation, gender identity, genetics, political affiliation, or military status in the recruitment, selection, and hiring of its workforce.

Reasonable accommodations are available to persons with disabilities during application and/or interview processes per the Americans with Disabilities Act. Contact 703-324-4900 for assistance. TTY 703-222-7314. DHREmployment@fairfaxcounty.gov. EEO/AA/TTY.