



El Paso County (CO) Executive Director - Communications

Job Description Code	0072	Established Date	11/18/2021
Last Revised Date	06/04/2025	Salary Range	\$135,240.00 - \$202,860.00 Annually
Bargaining Unit	N/A	EEO	EEO4-Officials & Administrators
Occupational Group	EX-135	FLSA	Exempt
Benefit Code	Full-Time	Physical Class	N/A

Job Summary

The Executive Director for the El Paso County Communications Department provides strategic and innovative public relations advice and support to the Board of County Commissioners, County Administrator, and County leadership. This position develops, oversees, and manages the County's public relations efforts, including overseeing content development and press releases. This position is also responsible for the administration, management, and planning of the Communications Department. Employment is subject to the terms, conditions, and policies detailed in the Personnel Policies Manual (PPM). This position requires regular in-person presence as an essential job function.

Essential Duties/Responsibilities

- Serves as an integral member of the County's Executive Team to develop and guide the County's vision and strategic goals. Exhibits and promotes the County's Core Values: service focused, collaborative, accountable, trustworthy, and transparent.
- Provides strategic and innovative public relations and communications advice and support to the Board of County Commissioners, County Administrator, and County leadership. Provides effective, efficient, and collaborative support to Executive Leadership and Elected Officials.
- Provides information, resources, and direction to the Communications Department, stakeholders, and news media to ensure adequate and positive coverage of El Paso County.
- Establishes and fosters positive working relationships with stakeholders, community partners, and media representatives; oversees the coordination, production, and distribution of public information and announcements.
- Responsible for administering, directing, and organizing the functions of the Communications Department; provides strategic and fiscal oversight and planning.
- Establishes departmental strategies, goals, and objectives to align with El Paso County's strategic plan and meet the organization's needs. Develops and directs long-

- range planning for the department in coordination with other County departments.
- Directs and oversees the production of content for the County's website, social media platforms, newsletters, digital recordings, public information materials, and executive communications.
- Oversees responses and/or responds to critical or sensitive public information, Colorado Open Records Act (CORA) requests, media, elected/appointed officials, and others; ensures legal compliance in areas affecting public access to information. Develops and updates policy for public information responses.
- Develops crisis communication plans in coordination with necessary internal and external partners/agencies.
- Serves as the County's representative for various community-based organizations, boards, councils, and committees.
- Performs other duties as assigned.

Essential Competencies and Traits:

- Anticipates and addresses difficult issues with objectivity, courage, candor, professionalism, and the highest ethical standards.
- Anticipates and balances the needs of multiple internal and external stakeholders while effectively building collaborative relationships.
- Orchestrates and aligns the strategic vision of the County and Department at all levels of the organization, anticipating and planning for future possibilities and translating them into breakthrough innovations and strategies.
- Engages, inspires, and instills trust at all levels, creating a positive culture in which people are motivated to do their best to help the Department achieve its objectives.
- Guides and supports the training of staff with integrity and consistency while establishing and communicating clear performance expectations.

Supervision Exercised: This classification requires managing and monitoring work performance of a department including evaluating program/work objectives and effectiveness, establishing broad organizational goals and realigning work and staffing assignments for the department.

Supervision Received: Receives minimal and broad direction. This classification typically performs job duties with broad parameters defined by general organizational requirements and accepted practices. End results determine the effectiveness of job performance.

Qualifications

Knowledge, Skills & Abilities

- Must demonstrate a strong understanding of the structure and county government's primary functions and responsibilities.
- Must possess exceptional writing and interpersonal communication skills.
- Proficiency with computer systems and desktop publishing software, including electronic media, websites, and social media platforms.

- Ability to assess situations and make prudent and appropriate recommendations and decisions; ability to maintain strict confidentiality.
- Ability to work with frequent interruptions, prioritize tasks, and move between projects on short notice.
- Ability to understand, develop, and manage department budgets and procurement in compliance with County policies and procedures.
- Ability to communicate and work effectively with Elected Officials, Appointed Officials, Executive Directors, County staff, clients, vendors, other agencies, and the public.
- Ability to foster goodwill by working collaboratively with various offices, departments, agencies, volunteers, and others.
- Ability to efficiently plan, schedule, and organize.
- Ability to apply conflict resolution and problem-solving skills.
- Maintain regular and punctual attendance.

Required Education & Experience

- Bachelor's degree in communications, public administration, journalism, media relations, or closely related field.
 - Four years of related professional experience may substitute for the required degree.
- Five years of demonstrated managerial and administrative leadership experience.
- Five years of experience in related public/media communications, public policy, and/or intergovernmental relations functions.

Preferred Education & Experience

- Master's degree in communications, public administration, journalism, media relations, or closely related field.
- Ten years of demonstrated managerial and administrative leadership experience.

Licenses/Certificates

- Must possess and maintain a valid driver's license.

Pre-Employment Requirements

- Must pass conditional post offer background investigation, motor vehicle record check, and drug screen.

Work Conditions

Duties are primarily performed in an office environment; some travel is required. This position requires flexibility in being available after hours and on weekends, as needed.

The classification specification above is intended to represent only the key areas of responsibilities and minimum qualifications; specific job assignments, duties, education, experience, licenses/certifications, and environmental conditions will vary depending on the needs of the department/office and the particular assignment. Changes to this document may only be made by a member of the Human Resources Department.