

FIRE DEPARTMENT
SANTA CLARA COUNTY

DEPUTY DIRECTOR OF COUNTY COMMUNICATIONS

DEFINITION

Under general direction of the Director of County Communications, the Deputy Director of County Communications plans, organizes, coordinates, directs and administers through subordinate managers, the maintenance of conditions necessary for the effective and efficient operational programs and activities within the Communications Center of the County of Santa Clara. The Deputy Director of County Communications is the second highest position within County Communications and as such will assume all duties and responsibilities of the Director of County Communication in his/her absence.

DISTINGUISHING CHARACTERISTICS

The Deputy Director of County Communications is distinguished from the higher administrative classification of Director of County Communications in that while the latter directs all functions and staff of the Communications Center, the Deputy Director manages the Communications Center, the supervisors and their functions, and acts as second-in-command of the Communications Center.

EXAMPLES OF DUTIES

- Work with the Director of County Communications to develop and implement department strategies, goals, and objectives related to programs, multimedia productions, projects, and activities on functions, issues and mission of the Communications Center.
- Establish business metrics related to business operations, including leading management teams, with primary responsibility for translating business/program vision and strategy into operational tactics and building the necessary organizational support and infrastructure.
- Serve as direct liaison to County departments, community and contracting agencies and coordinate communications to the media and to the public.
- Respond to public and news media inquiries concerning the Communications Center's policies, operation, and services, and the evaluation of the validity and effectiveness of the service program offered by the Communications Center.
- Consult with the Director of County Communications on the formulation of policy and priorities, and undertake oversight responsibilities in areas specified by the Director for services, structures, controls and reporting systems for the continuity of effective and efficient delivery of communication services to the public.
- Represent the Communications Center at various external activities; explain and interpret policies, procedures and regulations to elected officials, legislative bodies, boards, commissions, community groups and other organizations.

EXAMPLES OF DUTIES (continued)

- Assist with the development and review of the Communications Center’s budget; identify operational problems; and develop and recommend revenue solutions and strategies.
- Research, analyze and report on proposed and current legislation effecting mandated communication service programs and providing recommendations.
- Stay abreast of new trends and innovations in the field of communications and multimedia technologies.
- Write, edit, and coordinate the publication of a wide range of public communications materials for distribution to the public, the media, and the web.
- Establish and maintain diplomatic relations with management, elected officials, employee representatives and the public representing diverse cultures and backgrounds.
- Coordinate communication efforts with employees.
- Assist in the selection, training and evaluation of personnel; recommend and/or initiate personnel actions such as promotions, transfers, discharges and disciplinary actions; serve on behalf of the Communications Center at various hearings.
- Identify opportunities for improving communication programs service delivery methods and procedures, review with appropriate management staff, and implement improvements.
- Direct the preparation and analysis of reports and studies relating to communication service issues; recommends policy improvements, and provides appropriate cost analysis of various proposals.
- Review and monitor reports of the Communications Center’s activities, and evaluate performance management; manage employee relations; participate in negotiations on matters relating to labor relations and collective bargaining process, including administrative grievance process.
- May be assigned Disaster Service Worker responsibilities as needed.
- Perform other duties as assigned.

EMPLOYMENT STANDARDS

Considerable education, training and experience, which directly demonstrates the possession and application of the following knowledge, skills and abilities.

A candidate would typically acquire the knowledge and abilities listed below by attainment of a bachelor’s degree in communications management, communications engineering, telecommunication technology, management information systems, public or business administration or a closely related field; and five (5) years of increasingly responsible professional experience in public safety communications/dispatch for a government agency performing a varied technical and or administrative duties; two (2) years of which must be in a supervisory capacity.

Knowledge Of:

- Principles and practices of public administration, budgeting and personnel management and supervision.
- Principles, practice, terminology and management of public safety electronic communication systems.
- Principles, practices and problems of emergency management system.
- The basic provisions of governmental codes pertaining to public safety and other emergency services.
- The principles and techniques of organizational management, public relations, human resources development, budgeting, supervision, contracts administration, program evaluation and training.
- Current trends at the state and federal level related to the public communication services.
- State and federal laws, rules and regulations, including those of the Federal Communications Commission.
- Principles of program planning and development.

Ability To:

- Administer, plan, organize and direct a major administrative operation in a large County organization.
- Establish and maintain effective working relationships with the Board of Supervisors, elected and appointed officials, county management and others.
- Develop procedures and guidelines consistent with departmental policies and interpret these departmental policies and procedures to staff and other agencies.
- Analyze and evaluate complex program and administrative problems and recommend effective solutions.
- Review and critique the design of communication systems prepared by others including outside consultants.
- Plan, organize, review and direct the work of others.
- Demonstrate sensitivity to the ethnic and cultural diversity of County of Santa Clara.
- Represent the department effectively on a variety of matters with other agencies and departments.
- Speak with the media and other public forums about the Department's goals and mission.
- Communicate effectively both orally and in writing.
- Prepare clear and concise correspondence and reports.

Working Conditions/Physical Demands: While performing the duties of this job, the incumbent is regularly required to talk or hear. The incumbent is required to frequently sit, stand, walk; hand dexterity with ability to use tools or controls; operate a computer; reach with hands and arms; climb or balance; and stoop, kneel or crouch. The incumbent may occasionally lift and/or move up to 20 pounds. Specific vision abilities required by this job include close vision, distance vision, peripheral vision, depth perception and the ability to adjust focus. Clear, understandable speech is required. Assignments may include serving as part of an emergency operations management team which may require working outside normal business hours including periods of extended duration, nights and weekends and/or traveling and representing the County and the Department at state and federal emergency management meetings or related events.

Required License: Possession of a valid state of California driver's license.

Pre-Employment Conditions: The candidate must complete and pass a background check, Live Scan fingerprint, Santa Clara County Office of the Sheriff Security Clearance, and complete a medical examination.