



JOB DESCRIPTION

JOB TITLE:	Emergency / Communications Manager	FLSA:	Exempt
DEPARTMENT:	Emergency Management	GRADE:	P3
REPORTS TO:	County Manager	DATE:	10/6/2022

SUMMARY OF JOB PURPOSE:

Responsible for all emergency-management functions in Lyon County; serves as Lyon County's communications manager and public information officer.

ESSENTIAL FUNCTIONS:

This class specification lists the major duties and requirements of the job and is not all-inclusive. Incumbent(s) may be expected to perform job-related duties other than those contained in this document and may be required to have specific job-related knowledge and skills.

- Serves as Lyon County's emergency management coordinator under Lyon County Code; plans, prepares for, and carries out the functions necessary to prevent, protect against, respond to, mitigate, and recover from the effects of emergencies and disasters.
- Reviews, develops, and implements various emergency plans, including, without limitation, an emergency operations plan, a hazard mitigation plan, and a continuity of government plan.
- Establishes an emergency operations center; serves as an emergency operations center manager when needed.
- Develops goals, objectives, policies, procedures, and work standards in connection with Lyon County's emergency management activities.
- Provides lead direction to, schedules, and monitors the work of others; organizes, trains, and prepares others to effectively handle emergency situations; conducts drills and exercises with appropriate staff as needed.
- Coordinates with public and private entities to establish and implement a program of emergency preparedness and emergency response in Lyon County; serves as a liaison to other entities; collaborates to ensure availability and readiness of resources in the event of an emergency; assists in the preparation of interlocal agreements.
- Makes presentations and recommendations regarding emergency management activities; serves as Lyon County's subject matter expert in emergency management; represents Lyon County at emergency management meetings and conferences; chairs Local Emergency Planning Committee meetings.
- Conducts studies and data collection; interprets and analyzes data and takes appropriate action based on available information; makes recommendations regarding budgeting, legislative activity, staffing, program efficiency or other areas relating to emergency management.
- Applies for, obtains, and administers grants; ensures compliance with grant requirements.
- Ensures emergency management activities comply with applicable laws, rules, regulations, ordinances, and state and federal reimbursement requirements.

This job description indicates, in general, the nature and levels of work, knowledge, skills, abilities and other essential functions (as covered under the Americans with Disabilities Act) expected of the incumbent. It is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities required of the incumbent. Incumbent may be asked to perform other duties as required.



EMERGENCY/COMMUNICATIONS MANAGER

ESSENTIAL FUNCTIONS (continued):

- Serves as Lyon County's public information officer (PIO); manages media relations for Lyon County; responds to media inquiries; coordinates news conferences; develops and issues news releases and other informational material; serves as a resource for and assists county departments with media inquiries and media releases; monitors coverage of County activities; remains accessible and on-call to perform PIO duties.
- Develops publicity campaigns; promotes a positive image and brand; prepares substantive content for communications, and designs appropriate layout and aesthetics.
- Maintains, updates, and manages content for Lyon County's websites and social media.
- Assists with responding to public records requests.
- Operates a motor vehicle to attend off-site events and meetings, and to visit various work locations and respond to emergencies.
- Represents the County with dignity, integrity, and a spirit of cooperation in all relationships with staff and the public.

QUALIFICATIONS:

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required.

Education and Experience:

Bachelor's Degree in Business or Public Administration or a field related to the work; AND five (5) years of professional project management experience; OR an equivalent combination of education, training and experience.

Required Knowledge and Skills

Knowledge of:

- Principles and practices of developing and administering an effective emergency management program.
- Functions, resources and limitations of various public and private organizations within the emergency management area.
- Administrative principles and practices, including goal setting, program development, implementation and evaluation.
- Principles and practices of developing teams, motivating employees and managing in a team environment.
- Principles and practices of budget development and administration.
- Federal, state and local laws related to the development and implementation of emergency preparedness and response plans.
- Computer applications related to the work. Office administrative practices and procedures.
- Safety principles, practices and equipment related to the work.

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EMERGENCY/COMMUNICATIONS MANAGER

Knowledge of (continued):

- Techniques for dealing with a variety of individuals from various socio-economic, ethnic and cultural backgrounds.
- Principles and techniques of making effective oral presentations.
- Principles and techniques of preparing effective written informational or educational materials.
- Associated Pressed style; proper spelling, punctuation, and grammar.
- Online methods of communication, and tools and applications used in social media.
- Modern office procedures, methods, and computer software, including Microsoft applications.
- Principles and procedures of recordkeeping.
- Techniques for handling highly confidential and sensitive information.
- Operations of public relations, marketing, or other communications functions.

Skill in:

- Developing, implementing, and effective emergency response program.
- Developing and implementing goals, objectives, policies, procedures and work standards.
- Developing effective work teams and motivating individuals to meet goals and objectives and provide customer services in the most cost effective and efficient manner.
- Understanding, applying and explaining applicable laws, codes and regulations.
- Preparing clear and concise reports, policies, procedures, correspondence and other written materials.
- Maintaining accurate records and files related to the work of the program.
- Using initiative and independent judgment within general policy guidelines and in emergency situations.
- Establishing and maintaining effective working relationships with those contacted in the course of the work.
- Representing the program and the county effectively in meetings with various departments and other public and private organizations.
- Writing and editing various types of communications commonly used in public relations.
- Effective and clear oral and written communication.
- Utilizing technology and computer software to communications content.
- Organizing own work, setting priorities and meeting critical deadlines; using initiative and independent judgment within established guidelines.
- Contributing effectively to the accomplishment of team or work unit goals, objectives and activities.
- Establishing and maintaining effective working relationships with those contacted in the course of the work.



EMERGENCY/COMMUNICATIONS MANAGER

REQUIRED CERTIFICATES, LICENSES, AND REGISTRATIONS:

Continued employment is contingent upon all required licenses and certificates being maintained in active status without suspension or revocation.

- Must possess a valid Nevada Driver's License upon hire.
- Must obtain certifications as prescribed by the Nevada Division of Emergency Management (DEM) within DEM-established timelines after hire.

PHYSICAL DEMANDS & WORKING ENVIRONMENT:

The physical demands described herein are representative of those that must be met by an employee to successfully perform the essential functions of the job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Mobility to work in a typical office setting and use standard office equipment; stamina to remain seated for extended periods of time; ability to work outside of normal business hours and significantly more than 40 hours per week in the event of an emergency; strength to lift and carry up to 20 pounds; vision to read printed materials and a computer screen, and hearing and speech to communicate in person or over the telephone; cognitive ability to learn and retain information about complex systems, and to solve complex problems.