



**Communications Manager (UNCLASSIFIED)**  
**County of Los Angeles District**  
**Attorney's Office**

**SALARY RANGE:**

**\$147,753.60 - \$229,786.80**

**SUBMISSION PERIOD:**

**Applications will be accepted beginning April 8, 2024, until the needs of the recruitment have been met.**



# THE COUNTY OF *Los Angeles*

The County of Los Angeles serves a demographically and geographically diverse population of more than 10 million residents and has been listed as one of Forbes' Best Large Employers in 2022. Employing over 112,000 employees who work in roles as broad as law, civil engineering, public safety, healthcare, and human services, the County operates with an annual budget of over \$44.6 billion for the fiscal year 2022-2023. The County is a Fair Chance employer, committed to diversity and inclusiveness in our workforce. We are a diverse economic and cultural hub, driving major elements of the national and world economies. It is the center for arts, media, and entertainment for the world--unlike anywhere else.

## The Office of the District Attorney

The Los Angeles County District Attorney's Office was created by an act of the California



**George Gascón**  
District Attorney

State Legislature on February 27, 1850. The Los Angeles County District Attorney's Office is the largest local prosecutorial office in the United States. With a budget of nearly \$454 million, the District Attorney's Office prosecutes cases in a large geographical area covering 4,083 square miles. Its jurisdiction stretches from the Antelope Valley to Long Beach and from Pomona to Malibu. In addition to approximately 1,000 Deputy District Attorneys, the Los Angeles County District Attorney's Office maintains a staff of nearly 300 sworn peace officers, known as DA investigators, who conduct some of the most unique, sensitive, and complex criminal investigations in law

enforcement. More than 800 clerical and support staff round out the Los Angeles County District Attorney's Office. The support staff includes victim services representatives, who assist and guide crime victims through the criminal justice system using a trauma-informed approach.

## The Opportunity

The Communications Manager is an unclassified (at-will) position that reports directly to the District Attorney. This position is responsible for managing and directing the planning, development, evaluation, implementation, and administration of the communications and public information program for the District Attorney's Office.

The ideal candidate will possess strong leadership skills in operations, people, and change within a diverse environment. The top candidate is an effective communicator using both written and oral methods and a self-directed problem-solver with high expectations for achieving quality work in service to the department's clients and the community. This person will possess solid interpersonal and communication skills in order to collaborate with peers, staff, other government agencies, County departments, news and media organizations, community agencies, public officials, commissions and the public. The candidate will present a proven track record of creating a dedicated and engaged team of experienced professionals. Finally, we are searching for someone with a successful work history of implementing strategies that improve the effectiveness and efficiencies of an organization.

## Key Responsibilities

- Manages and directs the development and implementation of goals, objectives, policies, and priorities for the Department's Communications and Public Information program.
- Drafts and oversees staff in drafting statements, FAQs and strategic communications documents needed to advance public understanding and demonstrate responsiveness to media and public needs for rapid information sharing.
- Provides subject matter expertise to senior management to assist them in understanding and responding to communications needs, particularly time-sensitive media communications, and the importance of simplifying language and providing a sharp focus in presentations to the public and the media.
- Oversees the development of information for release to the media to promote effective public relations for the Department, with an emphasis on transparency, accuracy and timeliness.
- Works with department executives to develop internal communications such as annual reports, annual budget, mission and vision statements, and other critical communications documents.
- Directs the development and execution of communication strategies, tactics, and deliverables, through various communication channels such as websites, social media, reports, e-newsletters, videos, photography, annual reports and, as needed, print collateral such as brochures.
- Manages the development and implementation of a comprehensive marketing and communications program designed to communicate organizational services and programs and foster community relations through Department initiatives.
- Develops project budgets; prepares cost estimates for budget recommendations; submits justifications for equipment, supplies, services, and events; monitors and controls expenditures associated with assigned projects.
- Ensures maintenance of a consistent departmentwide brand identity across all content and all channels; and tracks and reports on the effectiveness of communications efforts, as needed.
- Manages, plans, directs, and reviews the overall activities of personnel engaged in departmental public information activities; trains and oversees media training for departmental executives and subject matter experts; recruits and trains personnel assigned.
- Manages and leads the preparation of policies and procedures related to public information programs.
- Manages translation services and convening of ethnic media briefings to ensure that departmental messaging is reaching the County's diverse populations.
- Oversees and manages departmental press conferences, the development of news releases, the dissemination of timely web and social media messaging, and the creation of content to highlight departmental programs and people, and the coordination of photography, videography and graphic design services.
- Upholds and implements equity, diversity, and inclusion practices that promote Department and County values and optimize opportunities to seek out ideas, opinions, and insights from all perspectives.

## Qualifying Experience and Education

Graduation from an accredited college or university with a Bachelor's degree or higher **and** five years of experience at the level of Los Angeles County's class of Senior Public Information Specialist\* progressively responsible professional experience in marketing and communications, public relations, public information, community outreach, communications, or journalism.

\* For more information, please click on the link: [Senior Public Information Specialist](#).

## Desirable Qualifications

Top candidates for this position must have a successful and verifiable career history by demonstrating the following:

- Extensive experience and knowledge of the principles and techniques of mass communication, media relations, social media, digital communication methods, including an in-depth understanding of methods to convey information to diverse, multilingual communities.
- Experience leading collaborations with a broad range of partners, including community leaders, community-based organizations, and state or federal partners.
- Knowledge of Los Angeles County media landscape, including familiarity with outlets and journalists covering key areas, including familiarity with local ethnic media organizations.
- Understanding of the criminal justice system, federal, State, and local statutes, ordinances, and regulations related to its administration, and the role of the prosecutor's office and a law enforcement agency.
- Knowledge, understanding of, and sensitivity to the principles involved in the delivery of qualitative administrative services to a highly visible department.
- Creativity and resourcefulness in engaging staff and developing talent.

## Compensation

Starting annual salary will be dependent on qualifications and career accomplishments. This unclassified position is subject to the provisions of the County's Management Appraisal and Performance Plan R13 with a salary range of **\$147,753.60 – \$229,786.80**.

## Benefits

The County provides an excellent benefits package that allows employees to choose benefits that meet their specific needs. The package includes:

- Retirement Plan – The successful candidate will participate in a defined benefit plan.
- Cafeteria Benefit Plan – Benefits may be purchased from the MegaFlex Cafeteria Benefit Plan using a tax-free County contribution of an additional 14.5% of the employee's monthly salary.
- Flexible Spending Accounts – In addition to tax-free medical and dependent care spending accounts, the County contributes \$75 per month to the Dependent Care Spending Account.
- Savings Plan (401k) – Optional tax-deferred income plan that may include a County matching contribution of up to 4% of the employee's salary.
- Deferred Compensation Plan (457) – Optional tax-deferred income plan that may include a County matching contribution of up to 4% of the employee's salary.
- Holidays – 13 paid days per year.

## How to Apply

Please go to: [COMMUNICATIONS MANAGER \(UC\)](#) click on the green apply button and create a profile, submit your application, cover letter, resume, record of accomplishments, degree verification, and three professional references.

For questions about this opportunity, please contact:

[Exams@da.lacounty.gov](mailto:Exams@da.lacounty.gov)

Examinations Unit, District Attorney Human Resources

Phone: (213) 257-2700

