

**Alaska Court System
Class Specification**

COMMUNICATIONS COUNSEL

Range: 24

SOC: 23-1010

EEO4: 02

Class Code: C5204

Definition:

The Communications Counsel is a single position job class responsible for developing and implementing communications-related initiatives concerning the dissemination of court public information, judicial outreach/public education, public relations, and media relations.

Distinguishing Characteristics:

This is a professional position, requiring knowledge in the fields of law, media relations, public relations and communication.

Supervision Received: The incumbent works under the general direction of the Chief Justice of the Supreme Court.

Supervision Exercised: This position does not typically have supervisory duties.

Examples of Duties:

Disseminate court public information; provide consultation and support for court website development, including the production of web content on topics of public interest and concern; provide support to the court's annual report.

Develop and produce audio-visual presentations on topics of public interest; serve as one of the court's liaisons to the Conference of Court Public Information Officers.

Identify and implement successful outreach and education programs; coordinate, develop and maintain judicial outreach and public education materials on the court's website; coordinate the court's Law Day program statewide; develop educational and commemorative displays and materials designed to foster better public understanding about the role of courts.

Develop programs for judicial officers and other court staff on effective strategies for judicial outreach and public education; serve as the court's liaison with the Alaska Bar Association's Law-Related Education Committee.

Provide support to the Supreme Court and Administrative Director on public relations needs including designing and implementing a communications strategy for special court events; coordinating special community programs such as Color of Justice; photographing and chronicling court/community events; and assisting with research and writing related to communications needs.

Maintain media contacts lists; prepare press releases and media advisories as needed; develop and maintain media resources on the court system's website; coordinate the Bench-Press series of law seminars for journalists.

Develop and maintain a program for collecting and safeguarding information – both historical and current – about state judicial officers; design a system for expanding the court's collection of historical materials; utilize collected materials in periodic displays and commemorative events; serve as the court's liaison to the Alaska Bar Association Historian's Committee.

Develop and implement a program to improve participation in jury service on a regional and statewide basis, with special focus on court locations with routinely low juror response rates; convene and staff a small committee of judicial officers and jury clerks to provide ongoing ideas and input on ways to improve participation.

Special event planning related to communications.

Knowledge, Skills, Abilities:

The Communications Counsel requires knowledge of:

- Media coverage of court proceedings.
- Writing, editing, desktop publishing, design, and photography skills.
- Principles of marketing, communications, and public relations.
- Current developments in communications and public relations.

The Communications Counsel requires skill in order to:

- Manage multiple priorities and effective problem solving under dynamic conditions.
- Establish and maintain cooperative relationships with a wide variety of media outlets, government officials, and consultants.
- Exercise judgment to carry out tasks while paying attention to varying levels of detail and establish appropriate priorities.

The Communications Counsel requires the ability to:

- Set goals, monitor progress, and adjust resources to accomplish objectives.
- Plan, organize, and manage communication special events.
- Communicate with a variety of media and industry professionals, court system staff and judicial officers, and the general public.
- Read and comprehend statutes, regulations, and policy/procedure guides.

Minimum Qualifications:

Graduation from an accredited law school and active membership in the Alaska Bar Association.

Law school graduates who have not yet been admitted to the ABA may be considered for this position. If selected, the successful applicant must become an active member of the ABA within 12 months of appointment.

Note: This position is in the partially-exempt service. The incumbent serves "at-will" to the hiring authority.

09/08 – Original

10/13 – Revised; MQs

05/15 – Change SOC code