



Media Relations Specialist

Washington County offers a full compensation package that reflects how much we value our employees. Please take a look at what you can expect to earn during your first year as a full time Employee with Washington County Government:

- ✓ **Sixty (60) Paid Personal Hours**
- ✓ **Eighty (80) Paid Vacation Hours**
- ✓ **Fourteen (14) Paid Holidays**
- ✓ **One Hundred & Twenty (120) Paid Sick Hours**
- ✓ **County and Employee funded Healthcare including Health, Prescription, Dental and Vision Coverage**
- ✓ **County Paid Employee Assistance Plan**
- ✓ **County Paid Life Insurance**
- ✓ **County Paid Accidental Death and Dismemberment Insurance**
- ✓ **County Paid Short Term Disability Insurance**
- ✓ **County Paid Long Term Disability Insurance**
- ✓ **Up to \$2,500.00 Annual Tuition Reimbursement Assistance**
- ✓ **County and Employee funded Defined Pension Plan**
 - **Vested in just five (5) years.**
 - **Credit for Prior Active Military Service and Unused Paid Sick Days.**
- ✓ **An annual salary of \$69,285 starting...**

If our **Media Relations Specialist** comprehensive compensation package interests you, please continue reading through our job posting to learn more about the position's duties, responsibilities, perquisites, etc. and apply online today



JOB TITLE:	Media Relations Specialist	GRADE	13
DEPARTMENT:	Public Relations & Marketing	FLSA STATUS:	Exempt
REPORTS TO:	Director of Public Relations & Marketing		

GENERAL DEFINITION OF WORK:

The Media Relations Specialist serves as a key storyteller and information bridge between Washington County Government and the public. This position is responsible for developing, reporting, and distributing timely, accurate, and engaging news and media content that highlights County operations, initiatives, programs, and services. The Specialist will research, attend meetings, conduct interviews, and create multimedia content—including professional-level video production—that supports transparency, builds public trust, and promotes civic engagement.

ESSENTIAL FUNCTIONS/TYPICAL TASKS:

(These are intended only as illustrations of the various types of work performed. The omission of specific duties does not exclude them from the position if the work is similar, related, or a logical assignment to the position.)

1. Research, write, and edit original news content including press releases, public service announcements, newsletters, and feature articles about County government activities.
2. Attend County Commissioner meetings, community events, public hearings, and department-led initiatives to provide accurate and consistent media coverage.
3. Interview elected officials, department heads, employees, and community stakeholders to gather meaningful content and human-interest stories.
4. Coordinate with the Public Relations & Marketing team to support editorial calendars, campaign planning, and strategic messaging efforts.
5. Develop written and visual content for County communication platforms, including the website, social media, video updates, and email newsletters.
6. Plan, film, edit, and produce professional-quality video projects such as news updates, interviews, feature segments, public service announcements, and event coverage.
7. Manage video production workflows, including scripting, storyboarding, lighting, audio capture, and post-production editing.
8. Capture and edit photography and b-roll to complement multimedia storytelling.
9. Ensure all content is fact-checked, clearly written, visually engaging, accessible, and aligned with the County's voice and communication standards.
10. Monitor local media coverage, public feedback, and emerging issues to help shape proactive communication responses.
11. Support emergency communication efforts and assist with the development and dissemination of crisis messaging when needed.
12. Assist Public Relations Coordinator with event planning, logistics and execution.
13. Performs related tasks as required.

KNOWLEDGE, SKILLS AND ABILITIES:

1. Excellent written and verbal communication skills with mastery of AP style and digital storytelling.
2. Strong understanding of media practices, journalistic ethics, and content creation for diverse audiences.
3. Proficiency in professional-level video production, including scripting, filming, lighting, audio, motion graphics, and editing (Adobe Premiere Pro, After Effects, or equivalent).
4. Ability to simplify complex government information into engaging and accessible messaging.
5. Skilled in social media management, web content creation, and newsletter platforms.
6. Familiarity with government structures, public policy, and local community issues.
7. Proficiency in Microsoft Office and content platforms (e.g., WordPress, Constant Contact, etc.).
8. Experience in photography and graphic design to support integrated campaigns.
9. Ability to manage multiple projects, prioritize tasks, and meet deadlines independently or under supervision.
10. Strong interpersonal skills with the ability to collaborate across departments and with media partners.



EDUCATION AND EXPERIENCE:

1. Bachelor's degree in journalism, Communications, Public Relations, Film/Media Production, English, or a related field; or an equivalent combination of education and professional experience.
2. At least 3-5 years of experience in journalism, media relations, public affairs, or government communications.
3. Professional experience in video production, including filming, editing, and producing multimedia content, is required.
4. Experience reporting on public sector or civic issues is preferred.

PHYSICAL REQUIREMENTS:

This is sedentary work requiring the exertion of up to 10 pounds of force occasionally, and a negligible amount of force frequently or constantly to move objects; work requires reaching, fingering, and repetitive motions; vocal communication is required for expressing or exchanging ideas by means of the spoken word; hearing is required to perceive information at normal spoken word levels; visual acuity is required for preparing and analyzing written or computer data, operation of machines, determining the accuracy and thoroughness of work, and observing general surroundings and activities; the worker is not subject to adverse environmental conditions.

SPECIAL REQUIREMENTS:

1. Evening and weekend assignments required based on meeting schedules or public events.
2. Possession of an appropriate valid driver's license.
3. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential tasks.

Revised:

Easy Ways to Apply:

1. Visit our website at <https://www.washco-md.net/jobs/>
or
2. Complete and email an Application to HR@washco-md.net
or
3. Complete and mail Application to:
Washington County Human Resources Department,
100 W. Washington Street, Room 2300,
Hagerstown, Maryland 21740

Washington County is an Equal Opportunity Employer. Individuals requiring special accommodations or assistance are requested to contact the Human Resources Department at 240-313-2350, Voice or TDD (D/HH use 711) M/F/H/V.

**DEADLINE FOR FILING APPLICATIONS WITH HUMAN RESOURCES:
August 6, 2026 @ 4:00pm**