

## PUBLIC INFORMATION OFFICER

### General Statement of Duties

Performs responsible technical, administrative and supervisory work communicating and coordinating information flow to the public on a broad range of County programs, activities and services.

### Distinguishing Features of the Class

An employee in this class is responsible for external communications of the County including public information and communications via the County website, the County government access TV channel, and social media sites. Work includes supervising staff involved in the filming, editing and production of videotaped meetings and programs; producing and managing content and design of the County's website and social media sites; creating and producing entertaining and informative programs for the government access channel; performing as host and interviewing guests for multiple programs and shows on the government access channel; and planning a wide variety of means to inform and educate the public on County programs, activities and services. The employee serves as the County's spokesperson to the media researching and responding to media inquiries and requests; gathering information; producing and distributing press releases; conducting live interviews; and coordinating the distribution of information for the County including County Administration, Sheriff's Department, and Emergency Services. Work requires knowledge of journalism and significant writing skills as well as use of office and media technology. Work involves considerable broad contact with the public, federal, state and local government officials, and the media. The employee works under the regular supervision of the County Manager and work is reviewed by inspection or in conference for accuracy, effectiveness and citizen satisfaction.

### Duties and Responsibilities

#### Essential Duties and Tasks

Supervises and participates in planning a wide variety of means to inform and educate the public on County programs, activities and services.

Performs as host and interviews guests for multiple programs and videos created for the County government access TV channel.

Creates, directs, edits and produces video and character generator programming.

Approves programming for all time slots on the government access channel 24 hours per day, 7 days per week; researches ways to increase viewership.

Oversees and maintains the content on the County website and social media sites to facilitate the distribution of information to citizens.

Supervises staff involved in filming, editing and producing programs.

Serves as County's spokesperson to the media; researches and interviews County staff to obtain answers and information for inquiries; answers media inquiries about County business and activities; conducts live interviews; produces and distributes press releases; coordinates the distribution of information for County departments.

Develops and monitors budget for the department; approves the purchase of audio and video equipment and necessary materials and supplies.

Maintains on-going relationship with press and representatives of other local governments.

Serves as station manager and producer of information on the County's government access cable television channel.

Additional Job Duties

Performs related tasks as assigned.

Recruitment and Selection Guidelines

Knowledge, Skills and Abilities

Considerable knowledge the principles, methods, procedures and strategies concerning a public information, communications and community relations program, and of policies, regulations, guidelines and legal standards pertaining to the distribution of news and public information.

Considerable knowledge of office and desktop publishing software applications, web site maintenance, and various media such as photographic and video equipment, and of photography, graphics, design and printing.

Considerable knowledge of grammar, punctuation, proofreading, editing and layout.

Skill in oral and written communication skills and strong interpersonal skills to interact with all levels of the organization, the public, and the media.

Ability to coordinate and disseminate information regarding program and services to media, staff and the community in an accurate and timely manner that increases understanding of Town programs and activities.

Ability to work independently and to exercise sound judgment in making decisions related to the release and communication of public information.

Ability to plan and prioritize work assignments.

Ability to communicate effectively in interviews, public presentations and written form.

Ability to establish and maintain effective working relationships with members of the press, elected and appointed officials, department heads, employees, and general public.

Ability to maintain confidentiality of information obtained during work operations.

Physical Requirements

Must be able to perform the basic life operational functions of climbing, reaching, walking, pushing, pulling, lifting, grasping, talking and hearing.

Must be able to perform light work exerting up to 20 pounds of force occasionally, and/or up to 10 pounds of force frequently, and/or a negligible amount of force constantly to move objects.

Must possess the visual acuity to compile and compute data and information, to operate a computer, do extensive reading and research, and proof and inspect finished written material.

Desirable Education and Experience

Graduation from an accredited college or university with a Bachelor's degree in journalism, communications, public relations, or a related field and considerable related experience, preferably including project coordination and supervision; or an equivalent combination of education and experience.

Special Requirement

Possession of a valid North Carolina driver's license.