

PUBLIC INFORMATION OFFICER

MAJOR FUNCTION

This is highly professional administrative work developing, implementing and administering community education, communications, information and relations programs for Marion County government. The position is focused on community awareness, marketing, public relations and special projects. This position is supervised by the Public Information Manager.

ESSENTIAL FUNCTIONS

The following statements describe the principle functions of this job and its scope of responsibility but should not be considered an all-inclusive listing of work requirements. Individuals may perform other duties as assigned, including working in other functional areas to cover absences or relief, to equalize peak work periods or otherwise to balance the work load.

- Plans, develops and implements effective public education and information programs.
- Prepares, writes, edits, proofs, photographs, directs, and produces publications, brochures, promotional material, media releases, fact sheets, information packets, and flyers/posters to publicize programs for assigned departments.
- Develops, directs, and evaluates department community relations/outreach efforts.
- Serves as a liaison between assigned Marion County departments and the media, community partners, civic and other organizations.
- Assists assigned departments with coordination of special events, activities, and programs.
- Monitors, develops and coordinates website content for assigned departments.
- Communicates on behalf of the county in public information matters for responding to highly sensitive matters, emergencies, disasters or other critical incidents.
- Utilizes public relations skills to provide community and professional presentations/programs.
- Helps formulate guidelines for communications procedures and policies.
- Assists in the dissemination of information to the public, news media, and other governmental entities during disaster events.
- Undertakes and performs special public education projects as needed and/or directed by mandates, the Board of County Commissioners or county administrator.
- Establishes methods and procedures for receiving, coordinating and processing citizen requests for information, complaints and suggestions in a timely manner.

SECONDARY FUNCTIONS

- Performs other duties as assigned.

PUBLIC INFORMATION OFFICER

CUSTOMER SERVICE

This is a front-line position for providing excellent customer service to members of the general public and other county employees. Personal contact occurs with other employees of the unit, employees of other county departments, consultants, contractors, administrators, public officials, citizens, and department customers. Service is provided in person and by phone contact.

SUPERVISION

This position has no supervisory responsibility. May occasionally function as a lead worker for a small group of employees (one to five) in the absence of a designated lead position. May review the work product of others. Provides guidance, advice, and assistance to others on work assignments. Provides work direction.

EDUCATION, EXPERIENCE, LICENSES, AND CERTIFICATIONS

Education and Experience

Bachelor's degree from an accredited college or university with a major in communications, public relations or a closely related field, and three (3) or more years of responsible public relations experience in city, county, state or federal government or a large organization. Experience in a comparable local government public information position is desirable. A comparable amount of training and/or experience may be substituted for the minimum qualifications.

Licenses

Possession of a valid Florida Divers License.

JOB SKILLS

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements are representative of the required knowledge, skills, and abilities.

Language Skills

- Ability to read, analyze, and interpret common scientific and technical journals, financial reports, and legal documents.
- Ability to respond to common inquiries or complaints from customers, regulatory agencies, or members of the business community.
- Ability to write speeches and articles for publication that conform to prescribed style and format.
- Ability to effectively present information to top management, public groups, and/or boards.

Mathematical Skills

- Ability to add, subtract, multiply, and divide in all units of measure, using whole numbers, common fractions, and decimals.

PUBLIC INFORMATION OFFICER

- Ability to compute rate, ratio, and percent and to draw and interpret bar graphs.

Problem Solving Abilities

- Ability to apply common sense understanding to carry out instructions furnished in written, oral, or diagram form.
- Ability to deal with problems involving several concrete variables in standardized situations.
- Can explain records, procedures to others as a lead worker. Requires judgment regarding use of equipment, tools, and materials.

Specialized Skills and Abilities

- Knowledge of the principles of organization and public administration and of the functions, operations and structure of governmental organizations.
- Knowledge of sources of information related to problems of local government.
- Must have strong oral and written communication and presentation skills.
- Knowledge of the principles, practices and techniques of public information and public relations work.
- Ability to write and produce clear and concise reports, publications, memoranda and letters.
- Ability to develop and maintain effective working relationships with media representatives and department personnel and ability to communicate clearly with the general public.
- Ability to establish and maintain effective relations with city, county, state and federal officials and the general public.
- Knowledge of personal computers and programs, including desktop publishing.
- Communicates clearly in both verbal and written form. Creative, artistic talent used to create and produce a variety of brochures. Meets multiple deadlines.
- Regularly meets immediate and unexpected deadlines relating to materials, announcements, and media events.
- Ability to remain calm in stressful situations.
- Ability to take a teamwork approach to the job by cooperating with others, offering to help others when needed, and considering larger organization or team goals rather than individual concerns. Includes the ability to build a constructive team spirit where team members are committed to the goals and objectives of the team.

Machines and Equipment

This employee will be required to operate a computer, calculator, telephone, fax machine, copy machine and other general office equipment in the completion of the tasks of the position. Employee will also use a camera, video equipment, reproduction equipment and desktop publishing system.

PUBLIC INFORMATION OFFICER

PHYSICAL DEMANDS

While performing the duties of this job, the employee is regularly required to talk or hear. The employee is frequently required to sit. The employee is occasionally required to stand, walk, reach with hands and arms, stoop, kneel, crouch or crawl, and use hands to finger to handle or feel. The noise level for this job is moderate noise, typical business office with computers and printers, occasionally loud on site visits.

WORK ENVIRONMENT

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. While performing the duties of this job, the employee will occasionally be exposed to outdoor weather conditions.

Established: 7/2001

Pay Grade: 17

Job Description Number: 2052

Category:2

Status: E

Revised: 2/2011