



CLASS SPECIFICATION

Class Code: 60005006
Date Established: 07/1990
Last Reviewed: 10/2022
Last Revised: 10/2022
Last Title Change: 03/2001
FLSA: non-exempt
Probation: 12 months

PUBLIC INFORMATION OFFICER

DEFINITION

Under general supervision, plans, coordinates and conducts the public information program for a Countywide program or a major County department; serves as liaison with the public, other government entities, partnering agencies, community groups and the media; and performs related work as required.

EXPERIENCE AND TRAINING REQUIREMENTS

A bachelor's degree from an accredited college or university in communications, marketing, political science, public administration, inter-governmental communications, journalism, television, telecommunications or a closely related field, AND two years of experience preparing and disseminating information through social media platforms, radio, television, newspapers or other publications; OR an equivalent combination of training and experience.

LICENSE OR CERTIFICATE

A valid driver's license is required at the time of appointment.

SUPERVISION EXERCISED

Exercises no supervision.

EXAMPLES OF DUTIES *(The following is used as a partial description and is not restrictive as to duties required.)*

Serve as spokesperson and primary resource for information regarding assigned program(s), division, office or department; respond to a variety of inquiries from staff, the media, outside agencies, community groups or the public on the telephone, in person and by letter in a timely manner, providing information or directing questions to appropriate staff to promote good public/media relations and create cooperative working relationships.

Assist department head, executive staff, and others with public relations strategy; provide necessary guidance to ensure communication efforts align with the overall mission of the department/office; manage a variety of issues including high profile situations requiring the utilization of crisis communication skills.

Arrange press conferences and authorize appearances or press statements from staff members by providing staff with guidelines and strategies to present message/information/issues properly.

Foster good public/media relations by notifying the media of newsworthy events, providing pertinent information in a timely manner and discussing potential articles or radio/TV/social media stories.

Create materials to promote and publicize internal and/or community relations, by creating and distributing newsletters, brochures, fact sheets, special feature stories and video tape recordings for media representatives; develop exhibits, displays and materials for promoting programs on social media, at community events and fairs to maintain public awareness of program issues and concerns.

Develop a variety of educational materials, including publications, a series of television/social media productions, posters, newspaper articles, surveys, awards, video and audio public service announcements, displays, correspondence, forms and brochures; plan and coordinate lectures, film programs and public forum programs to create a better understanding of department/office programs, services, policies and projects.

Maintain and monitor social media platforms; edit periodic news bulletins, newsletters and similar digital and print publications, selecting materials to be included; proofread and rewrite work from others to ensure accuracy, completeness and readability; perform layout and design and/or meet with graphic artists and printers to arrange for and coordinate their services.

Represent the department/office before special interest groups and community organizations and provide subject matter expertise on a variety of related issues; attend public and government meetings to present programs or materials dealing with department/office activities; attend internal and external meetings and events to build agency morale and community support.

Initiate, maintain, and update a variety of resource materials, files, and records, including news archives, of background information related to area of assignment.

Take photographs, operate video cameras, and maintain audio/visual equipment and supplies.

JOB RELATED AND ESSENTIAL QUALIFICATIONS

Full Performance *(These may be acquired on the job and are needed to perform the work assigned.)*

Knowledge of:

Organizational structure of Washoe County as it relates to programs and activities of assigned area(s).

Government process as it relates to area(s) of assignment.

Departmental policies, practices, and procedures, including protocol.

Media resources and other forms of public outreach available in the community.

Management information systems and software programs used in the assigned area.

Terms and acronyms commonly used in the assigned function.

Public relations practices and strategic program development.

Methods and techniques of video and audio production, including public access television/cable.

Budget process and funding sources.

Ability to:

Develop comprehensive public relations and public information programs for area(s) of assignment.

Develop and maintain cooperative and productive working relationships with local media and key figures in community groups and agency programs.

Entry Level *(Applicants will be screened for possession of these through written, oral, performance or other evaluation methods.)*

Knowledge of:

Components of a public relations program including media relations and news media related activities.

Promotional techniques and marketing methods, including publicity materials appropriate to TV, print, radio, and other outlets.

Methods for developing and presenting public information programs.

Social media communications and digital communication platforms.

Copy writing, editing, layout, photography, and graphics/design.

Ability to:

Evaluate information/situations, formulate promotional or public relations strategies and make recommendations for media access and appropriate message.

Plan and coordinate all components of public information, education, and promotional activities.

Write materials appropriate for a variety of venues, such as speeches, brochures, news releases, fact sheets, public service announcements, news or special interest articles.

Make effective visual and oral presentations in front of individuals and groups.

Understand complex issues and communicate key components to diverse audiences quickly.

Collaborate with internal and external subject matter experts to address crisis situations.

Create rapport with diverse audiences and build effective community networks.

Analyze the news value of events and keep informed of current events.

Prepare rough illustrations and diagrams for layout purposes.

Interpret and apply regulations, policies, and procedures.

Plan and organize work to meet schedules and timelines.

Use a personal computer and a variety of software packages, including desktop publishing.

Establish, foster, and maintain effective working relationships with those contacted in the course of work.

SPECIAL REQUIREMENTS *(Essential duties require the following physical skills and work environment.)*

Ability to work in a standard office environment. Ability to lift and move objects weighing up to 25 lbs. Ability to use cameras, video cameras, overhead and slide projectors, audio/video equipment, computers, telephones, printers, copiers, and FAX machines.

This class specification is used for classification, recruitment and examination purposes. It is not to be considered a substitute for work performance standards.