



PRINCE GEORGE COUNTY, VIRGINIA

July 2022

PUBLIC INFORMATION OFFICER

FLSA Status: Non-Exempt

GENERAL DEFINITION AND CONDITIONS OF WORK:

Performs work of considerable difficulty in assisting with the development and implementation of comprehensive communication strategies to achieve departmental and county goals; performs related work as required under general supervision.

This is light work requiring the exertion of up to 20 pounds of force occasionally, up to 10 pounds of force frequently, and a negligible amount of force constantly to move objects; work requires balancing, stooping, kneeling, crouching, reaching, standing, walking, pushing, pulling, lifting, fingering, grasping, 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 color perception, peripheral vision, preparing and analyzing written or computer data, operation of machines, operation of motor vehicles or equipment, determining the accuracy and thoroughness of work, and observing general surroundings and activities; the worker is subject to inside and outside environmental conditions, noise, and atmospheric conditions.

ESSENTIAL FUNCTIONS/TYPICAL TASKS:

Directs and coordinates county public information messaging as produced for print, web, social media and video; oversees use of county brand and style in all public information materials; writes and edits press releases, news articles, coordinates press conferences; may serve as spokesperson for the county.

(The following tasks 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.)

Serves as the liaison between the county and media;

Writes and develops media releases, remarks and speeches, awards entries, internal and external communication materials, feature stories/articles, reports, and/or presentations;

Assists with responding to media inquiries by gathering information and writing responses and statements;

Manages emergency and crisis public information (alerts, notices, press releases, social media) working closely with County Administration, Emergency Management, and executive staff;

Identifies and implements innovative ways (i.e. 311 app) to provide County information and obtain feedback from the public, including the use of social media and web-based mediums; measures and reports on the performance of communication strategies and provide strategic recommendations for continual improvements; creates and maintains relationships with media and tracks media trends to identify inquiries and interest; monitors media to identify and correct inaccuracies in coverage;

Assists with the development and implementation of communications and public relations strategies and outlines to achieve departmental and county goals by working with county departments and partner organizations;

Provides information to the County Board of Supervisors; must have the ability to handle multi-jurisdictional situations when needed;

Serves as the editor of the spring and fall county newsletter;

Compiles the County's Annual Report;

Provides administrative and special projects support to the County Administrator;

Coordinates and plans public county events as necessary;

May require work outside of normal work hours in certain situations;

Participates in emergency response operations as required in a declared emergency by County officials;

Acts as staff photographer at County events;

Performs related tasks as required.

KNOWLEDGE, SKILLS AND ABILITIES:

Comprehensive working knowledge of principles, practices and procedures used in mass communications, marketing and public relations; of grammar, punctuation, word usage, sentence structure to ensure effective verbal and written communications. Mastery of the English language, professional speaking and presentation skills; excellent writing skills; experience with Microsoft Office products, knowledge and experience in news release writing and web site writing; knowledge of the disciplines involved in media relations and community relations with emphasis on the use of sound judgement in the release of information; must maintain confidentiality as necessary; must have the ability to

prioritize and manage multiple projects; must be able to plan and coordinate public relations activities to communicate programs or events to internal and external audiences; familiar with developing public relations plans; must have a strong understanding and knowledge of various social media platforms; media relations, public relations, and social media experience required; photography skills are preferred.

EDUCATION AND EXPERIENCE:

Any combination of education and experience equivalent to graduation with a Bachelor's Degree from an accredited college with major coursework in Communications, Public Relations, or Journalism and considerable experience in marketing, public relations, and communications, or an equivalent combination of education and experience. Basic certifications from Federal Emergency Management Agency (FEMA) preferred; IS-29, G290.

SPECIAL REQUIREMENTS:

A valid Virginia driver's license.