

# Uintah County

## Job Description



<b>Title:</b>	Public Information Officer	<b>Code:</b>	207
<b>Division:</b>	Administrative	<b>Effective Date:</b>	2/24
<b>Department:</b>	Commission	<b>Last Revised:</b>	
<b>FLSA Cat:</b>	Exempt	<b>Pay Grade:</b>	

### **GENERAL PURPOSE**

Serves as chief support staff for the County Commission Administrator's Office and provides a wide range of **complex and confidential administrative support duties** to expedite the day-to-day functions of the office.

### **SUPERVISION RECEIVED**

Works under the general supervision of the Commission

### **SUPERVISION EXERCISED**

None

### **ESSENTIAL FUNCTIONS**

- Promotes, supports, and integrates community input into County governance.
- Establishes and maintains effective working relationships with local, state, and federal officials and staff, along with other public, citizens, and community partners.
- Oversees the County's social media platforms to include newsletters, social media updates, and resident feedback research.
- Ensures accurate and timely information flow between the County and residents through newsletters, social media activity, and all other appropriate communication platforms.
- Responsible for media relations of the County including drafting responses to media inquiries and questions relating to the County and other policy-related issues.
- Drafts and arranges for the distribution of news releases, pamphlets, and special articles.
- Manage and keep current a social media strategy, a social media content calendar, and posts regularly on Uintah County accounts.

- Stays up to date on industry trends, communications best practices, and emerging technologies to ensure the County remains at the forefront of effective communications.
- May facilitate meetings to include residents, leaders, and community groups to identify needs and available resources.
- Prepares draft speaking points, speeches, and presentations for County Official communications.
- Performs related duties and fulfills responsibilities as required
- Provide additional administrative support as assigned.

**MINIMUM QUALIFICATIONS**

**1. Education and Experience:**

- A. Equivalent to a Bachelor’s Degree in Communication, Public Administration, Business, Public Relations, Marketing, Advertising or a related field and;  
AND
- B. Five (5) years of progressively responsible experience performing human services, education or related duties;  
OR
- C. An equivalent combination of education and experience.

**2. Required Knowledge, Skills, and Abilities:**

Considerable knowledge of communications and marketing principles, methods, theories, and techniques to create a communications plan. Skill in operating a personal computer, related applications, and the use of electronic resources. Knowledge of local government structure, organization, and practices. Knowledge of proper grammar, spelling, and punctuation. Skill in utilizing desktop publishing programs. Ability to coordinate with other organizations. Skill in making professional presentations and public speaking. Ability to research, gather, write, and graphically present information and prepare it for publication. Ability to plan and execute project timelines, and consider and account for possible complications. Ability to provide excellent customer service and problem-solving skills. Ability to communicate clearly and concisely. Ability to maintain a professional demeanor and appearance. Ability to establish and maintain effective working relationships with those contacted in the course of work. Ability to perform all the physical, intellectual, and analytical requirements of the position including decision making with or without reasonable accommodation.

**3. Special Qualifications:**

Must have an acceptable background, verified by a formal background check.

**4. Work Environment:**

The incumbent of the position performs in a typical office setting with appropriate climate controls. Tasks require a variety of physical activities, not generally involving muscular strain, such as walking, standing, stooping, sitting, reaching, and talking. Interpersonal communication is essential to the successful completion of job duties. Common eye, hand, and finger dexterity required. Mental application utilizes memory for details, verbal instructions, emotional stability, discriminating thinking, and creative problem-solving. Occasional travel by automobile is required in the normal course of job performance.

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**Disclaimer:** The above statements describe the general nature, level, and type of work performed by the incumbent(s) assigned to this classification. They are not intended to be an exhaustive list of all responsibilities, demands, and skills required of personnel so classified. Job descriptions are not intended to and do not imply or create any employment, compensation, or contract rights to any person or persons. Management reserves the right to add, delete, or modify any and/or all provisions of this description at any time as needed without notice. This job description supersedes earlier versions.

I \_\_\_\_\_ have reviewed the above job description. Date: \_\_\_\_\_  
(Employee)