



COUNTY OF NYE

CLASS TITLE: PUBLIC INFORMATION OFFICER

BASIC FUNCTION:

Under general guidance of the County Manager works with Department Heads and Elected Officials to prepare press releases, and other media communication for the County. Coordinates public records requests and ensure timely response, handles all aspects of social and multi-media. Ensures open avenues of communication and promote public understanding of Nye County activities and objectives; assists in creating website content; organizes and coordinates web development efforts to represent the County's issues to the public; works with Departments/Elected Offices and community organizations on social media content; implements program goals and objectives; and performs a variety of administrative tasks

REPRESENTATIVE DUTIES: *(Performance of these functions is the reason the job exists. Assigned job tasks/duties are not limited to the representative duties).*

1. Prepares clear and concise content for distribution on the County's projects, activities and events, coordinates the dissemination of emergency information and notifications. Prepares and distribute fact sheets, news releases, photographs, flyers, brochures, and video content to media representatives to keep the public informed of County programs, accomplishments and points of view.
2. Serves as spokesperson and primary resource for information for inquiries from staff, the media or the public in a timely manner ensuring good public/media relations and a cooperative working relationship.
3. Arranges press conferences and appearances or press statements from staff members by providing staff with guidance and strategies to present. Notifies the media of newsworthy events by providing pertinent information and alerts the media to upcoming events.
4. Collaborates with County staff and elected Officials to obtain current status on projects, activities and events to incorporate into press releases.
5. Recommends and establishes the implementation of goals and objectives; establishes schedules and methods for providing public information services; implements policies and procedure.
6. Assists with ensuring websites are updated with current information.
7. Works with county department / office staff to produce and post web pages, update website content, and review for accurate and updated content.
8. Oversees and coordinates public information activities designed to ensure open avenues of communication and promote public understanding and support for County activities and objectives via the County's websites, Intranet, and social media.

9. Monitors social media followers
10. Monitor proposed legislative issues, bills, resolutions, ordinances and meetings at the local, regional, state, and federal levels. Analyze potential impact on county government and alert appropriate staff of potential changes and requests input from a variety of sources to formulate recommendations of the County's position on issues.
11. Coordinates and maintains a calendar of all special events in the County.

EDUCATION AND EXPERIENCE:

Any combination of training, education, and experience that would provide the required knowledge and abilities. A typical way to gain the required knowledge and ability is: A bachelor's degree from an accredited college or university with major course work in communications, public administration, marketing, journalism, AND two (2) years of professional public information experience; OR an equivalent combination of education, training and experience as determined by Human Resources.

LICENSES:

Possession of an appropriate, valid driver's license.

Knowledge & Skills:

Knowledge of analyzing programs, policies and operational needs; Principles and practices of all social media platforms; Principles and practices of website development; Principles and practices of program development; Principles and practices of copy writing, editing, video production, news gathering and journalism; Recent developments, current literature and sources of information related to marketing, communication and social media; Public relations principles and techniques; Local government operations; Techniques for understanding and effectively communicating with individuals of various cultures; Pertinent Federal, state and local laws.

Skills in working collaboratively and working independently with good organizational skills and ability to communicate effectively; Recommending and implementing goals and objectives for providing public information services; Editing and organizing information into an appropriate format for presentation; Write, edit and format articles, video pieces and other informational pieces used on the County's websites and social media platforms; Implementing standards and guidelines for websites and social media; Ability to teach others new technologies as they become available. Responding to requests from the public; Working independently within established guidelines; Coordinating functions and activities between user departments and offices; Preparing complex reports and documentation of general or technical nature; Planning and preparing technical reports, memoranda and instructional manuals as documentation of program development; Writing and implementing policies and procedures; Coordinating multiple projects and complex tasks simultaneously; Communicating clearly and concisely, both orally and in writing, and the use of appropriate grammar and spelling; Planning and evaluating program goals and objectives and service delivery effectiveness; Identifying programmatic and operational problems, investigating and evaluating alternatives and implementing effective solutions; Using initiative and independent judgment within general policy guidelines; Contributing effectively to the accomplishment of team or work unit goals, objectives and activities; Dealing successfully with a variety of individuals from

various socioeconomic, ethnic and cultural backgrounds; Making public presentations to large and small groups; Demonstrating courteous and cooperative behavior when interacting with staff and the public; acts in a manner that promotes a harmonious and effective workplace environment.

WORK DIRECTION, LEAD AND SUPERVISORY RESPONSIBILITIES:

Not applicable.

CONTACTS:

Co-workers, other department personnel, public and vendors.

PHYSICAL EFFORT:

In compliance with applicable disability laws, reasonable accommodations may be provided for qualified individuals with a disability who require and request such accommodations. Incumbents and individuals who have been offered employment are encouraged to discuss potential accommodations with the employer.

WORKING CONDITIONS:

Mobility to work in a typical office setting, use standard office equipment and stamina to sit for extended periods of time; strength to lift and carry up to 20 pounds; vision to read printed materials; and hearing and speech to communicate in person or over the telephone; work is subject to exposure to weather conditions, fumes, dust and hazardous chemicals.