



Bell County Employment Announcement

Job Title: Public Information Officer

Job Code Number: 225

Salary: \$42,912 - \$52,788 per year

Reports To: County Judge

Approved By: Commissioners Court

Department: County Judge

FLSA Status: Exempt

Prepared By: Human Resources

Date: 10/15/2019

SUMMARY

This position performs a variety of tasks relating to the dissemination of information to promote the understanding of Bell County programs, services, activities, rules, regulations, objectives, and administrative proceedings to a wide variety of audiences throughout the County and beyond.

SUPERVISION RECEIVED

Reports to and works under the direct supervision of the County Judge.

SUPERVISION EXERCISED

No supervisory duties.

ESSENTIAL DUTIES AND RESPONSIBILITIES

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. Duties include the following:

Develop and update the County's public communication policies (e.g., procedures, strategies, County Communications Plan). Includes policies related to public communications on the internet and social media. This position ensures these policies are in accordance with state statutes, county ordinances, and other regulations.

Coordinate with county departments and other offices of elected officials to ensure all county public communications (including the county's web and social media communications) are handled in an effective and consistent manner.

Responsible for handling general requests relating to the Open Records Act and coordinating with the appropriate county departments to insure timely responsiveness and compliance.

Assist County Judge's office in the preparation and delivery of the weekly Commissioners Court agenda packet.

Develop, edit, and verify a variety of public communications (including publications such as press releases, brochures, newsletters, and web and social media entries) to ensure accuracy, completeness and readability in those publications.

Serve as a resource in advising county elected officials and staff on communication issues. Includes in situations when unexpected or emergency events create pressing communication needs

Appear before community groups and media to present information and materials related to the county's activities.

Arrange training for county staff and elected officials in effective procedures ("best practices") for communicating with the public.

Serve as spokesperson and primary resource for Bell County information; respond orally and in writing in a timely manner, to a variety of inquiries from staff, the media or the public, providing information or directing questions to appropriate staff to promote good public/media relations and create cooperative working relationships.

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

In charge of electronic and print media relations for Bell County Commissioners Court.

Maintain assorted social media pages for Bell County.

Coordinate the production of the annual Citizen's Guide to County Services, which includes researching and verifying information and composing the text, taking photographs, formatting the layout and ensuring the timely distribution of the information.

Develop a variety of educational materials, including publications, a series of television 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 County programs, services, policies and projects.

Appear before special interest groups and community organizations, attend board and commission meetings to present programs or materials dealing with County activities; attend meetings to build agency morale and community support.

Facilitate a variety of special events and County activities by assisting media representatives at the event, providing information to the public and organizing an efficient method of delivering information and County services in accordance with State Statutes, County Ordinance and other regulations.

Deliver monthly and annual reports to Commissioners Court regarding progress in community outreach and accomplishing the duties and responsibilities outlined here.

Attendance is an essential function of the job.

Note: The duties listed above are intended only as illustrations of the various types of work that may be performed. The omission of specific statements of duties does not exclude them from the position if the work is similar, related or a logical assignment to the position and is assigned by the supervisor.

MANDATORY QUALIFICATIONS:

EDUCATION and/or EXPERIENCE

Graduation from an accredited 4-year college or university with a major course work in a field related to the job or equivalent job related experience of at least 3 years.

DESIRED MINIMUM QUALIFICATIONS:

KNOWLEDGE, SKILLS, AND ABILITIES :

Knowledge of Federal, State, and Local laws, ordinances governing public information requests.

Knowledge of Bell County organizational structure.

Knowledge of departmental policies, practices, and procedures, including protocol.

Ability to develop comprehensive public relations strategic plan and public information programs for Bell County.

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

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

Knowledge of management information systems and emerging software programs used in the assigned area.

Skilled in interviewing and creating rapport with interview subjects.

Ability to analyze the news value of events.

Knowledge of public relations practices and strategic program development.

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

Skilled in planning and organizing work to meet schedules and timelines.

Knowledge of budget process and funding sources.

Knowledge of public relations program components including media relations and news related activities.

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

Ability to make decisions exercising independent judgment.

Must maintain confidentiality of sensitive information.

Ability to prepare and maintain accurate and detailed records.

Knowledge and mastery of professional graphic and layout programs (such as Adobe Suite) to create print and digital media.

Graphic arts and creative skills necessary for branding and design of County media.

LANGUAGE SKILLS

Ability to read and interpret federal, state and local documents relating to Bell County programs and services. Ability to speak effectively before groups, inside or outside of the organization. Ability to effectively communicate with employees of organization.

MATHEMATICAL SKILLS

Ability to calculate figures and amounts such as discounts, interest, commissions, proportions, percentages, etc.

REASONING ABILITY

Ability to solve practical problems and deal with a variety of concrete variables in situations where only limited standardization exists. Ability to interpret a variety of instructions furnished in written, oral, diagram, or schedule form.

PHYSICAL DEMANDS

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential duties of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions of this job.

While performing the duties of this job, the employee is occasionally required to stand; walk; sit; use hands to finger, handle, or feel; reach with hands and arms; climb or balance; stoop, kneel, crouch, or crawl; talk or hear; and taste or smell. The position may be required to occasionally lift or move up to 25 pounds. Specific vision abilities required by this job include close vision, distance vision, color vision, peripheral vision, depth perception, and ability to adjust focus.

WORK ENVIRONMENT

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is occasionally exposed to conditions normally associated with an administrative position. Occasional exposure to outside weather conditions in traveling inside and outside of Bell County.

SELECTION GUIDELINES

Formal application, rating of education and experience; oral interview and reference check; job related tests might be required. This job description does not constitute an employment agreement between the employer and employee and is subject to change by the employer as the needs of the employer and requirements of the job change. The employee further understands, and accepts, that this position falls under the provision of an "At Will" employment, and under no circumstances is this a contract for employment.

TO APPLY

Applicants must submit an application on-line at <https://bellcounty.applicantpool.com/jobs/>