

Nueces County Job Description

Job Title: PUBLIC INFORMATION OFFICER (PIO) – 2406-1121
Job Code: 2406
Salary Level: Pay Group 28
Job Category: Non-Clerical (Professional)
FLSA Status: Non-Exempt
W.C. Code: 8810
SIC Code: 8741
Prepared By: Sara Longoria
Prepared Date: Created June 23, 2021

Approved By:

Date:

SUMMARY: Responsible for creating and enabling effective communication between Nueces County and regional news media outlets and the general public. This position will serve as Nueces County’s primary steward of accurate information sharing and County adherence to relevant brand, communications, social media and related guidelines, policies, and laws. Acts in a public relations capacity in coordinating with the media and receiving inquiries from constituents. The incumbent is responsible for the overall development and implementation of the county’s Public Affairs programs and services.

The employee is required to be on duty before, during, and after natural disasters and emergencies, as directed.

ESSENTIAL DUTIES AND RESPONSIBILITIES include the following. Other duties may be assigned.

Effectively communicate critical information to the public.

Maintain County digital communication accounts, editorial calendars, compose planned and ad hoc content.

Prepare and distribute press releases and information for distribution by media outlets.

Help develop a social media plan for Nueces County Commissioners Court. Help each member of the court with social media design and message delivery.

Respond to media and public information requests.

Serve as the “face” of Nueces County as necessary.

Preserve and enhance the Nueces County brand.

Provide onsite and remote public affairs counsel to Commissioners Court, EOC Director, County employees and Health Department personnel.

Draft and execute public affairs plans as needed for events, programs, crisis events, and emergencies.

Draft, edit, and coordinate approval for public affairs products including press releases, media advisories, speeches, video scripts, bylined articles, emails, social media posts, talking points and other written materials. Nueces County will have final decision and editorial authority on processes and documents.

Liaison with members of the media and media organizations. Respond to media queries, coordinate accurate responses, and respond to queries with information approved. Coordinate media interviews, press conferences, media availabilities and online events for Commissioners Court, EOC Director, County employees and Health Department personnel.

Produce or coordinate the production of multimedia products including infographics, graphs, charts, presentations, videos, podcasts and online events as needed.

Edit, update and provide new content for Nueces County website and other properties as needed. Create and maintain official Nueces County social media properties as needed. Coordinate content across platforms. Monitor interaction on social media properties and provide feedback regarding message clarity and understanding.

Attends public meetings; on frequent occasions such meetings may occur in evening hours or require out of town travel.

Participates in community and organizational activities/events as an official representative of the County.

Serves as point of contact for the county and other county officials in providing information that addresses current and emerging issues, strategic planning, and county operations and outreach.

Tracks issues, trends and politics in the news. Advises the Commissioners Court on research findings.

Make public presentations to the Commissioners Court, other public bodies and community organizations on issues and projects.

Coordinates preparation of briefing materials and assists in facilitation media coverage for these activities.

Prepares and reviews the preparation of correspondence, project reports and media releases.

Will be the Public Information Officer (PIO) for the Emergency Management Board of Nueces County.

Acts as initial point of contact for constituents, external agencies and persons seeking appointment to boards/commissions.

Responds to inquires and resolves minor problems directed to Commissioners Court.

Reports issues and concerns to Nueces County Commissioners Court Manager and acts upon/follows up as directed.

Monitors news media, other agencies and governmental reports for items of importance to county interest.

SUPERVISORY RESPONSIBILITIES: None

QUALIFICATIONS: To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. Any employee who drives a vehicle on official business must have a driving record which meets standards set by the County and the County's insurance carrier.

EDUCATION and/or EXPERIENCE: Bachelor's degree (B. A.) with a Master's Degree (M.A.) preferred from an accredited four-year college or university with a major in Journalism, Communications, Marketing, Business Administration, Public Relations, English, Public Administration, Social Sciences, or Law or a related field and a minimum of six (6) years of increasingly responsible professional experience performing similar role for a government entity, public relations agency, corporation, or nonprofit, with administrative and management experience.

Any equivalent combination of experience and training which provides the required knowledge, skills, and abilities, may be considered.

LANGUAGE SKILLS: Ability to read, analyze, and interpret the most complex documents. Ability to respond effectively to the most sensitive inquiries or complaints. Ability to write speeches and articles using original or innovative techniques or style. Ability to speak effectively before groups of customers or employees of organizations

MATHEMATICAL SKILLS: Ability to calculate figures and amounts such as discounts, interest, commissions, proportions, and percentages.

REASONING ABILITY: Ability to define problems, collect data, establish facts, and draw valid conclusions. Ability to interpret a variety of instructions furnished in written, oral, diagram, or schedule form.

CERTIFICATES, LICENSES, REGISTRATIONS: Valid class C Texas driver's license.

OTHER SKILLS AND ABILITIES: Refined ability to compose and deliver concise, accurate information to the public and media. Familiar with digital communications leading practices. Deft ability to build and maintain relationships with members of the media, public, elected and appointed government leadership. Strong organizational skills with demonstrated ability to manage multiple assignments under demanding timelines. Comfortable operating in dynamic with incomplete information and under extreme scrutiny. Thorough knowledge of agenda preparation in public agencies. Ability to communicate concisely and effectively both orally and in writing. Ability to manage, coordinate and prepare effective reports on complex projects. Ability to perform a full range of supervisory and management tasks,

including work planning and assignment, training, budgeting, employee evaluation, and special projects planning. Ability to work effectively with elected officials, county department, other governmental entities, consultants, the media and the public. Ability to utilize a personal computer to perform tasks associated with word processing, spreadsheet and database functions.

PHYSICAL DEMANDS: The physical demands described here are representative of those that must be met by an employee to successfully perform 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 regularly required to talk or hear. The employee frequently is required to use hands to finger, handle, or feel objects, tools, or controls. The employee is occasionally required to stand; walk; sit; reach with hands and arms; climb or balance; and stoop, kneel, crouch, or crawl. The employee must frequently lift and/or move up to 10 pounds and occasionally lift and/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 the 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 occasionally works near moving mechanical parts and in outside weather conditions and is occasionally exposed to risk of electrical shock. The noise level in the work environment is usually moderate.