

CHIEF PUBLIC INFORMATION DIRECTOR

DEFINITION OF WORK

Employee in this classification performs responsible administrative work communicating and coordinating information flow to the public, employees, and other units of governments on a broad range of County programs, activities, and services. Employee is also responsible for the strategic planning process for the County. The communications manager is tasked with planning, development, and execution of a wide variety of public relations functions to inform the public media and employees about County programs, issues, and accomplishments in a timely and accurate manner. An employee in this class researches, writes, edits, plans, and coordinates a wide variety of documents and programs to inform and educate the public on County programs, activities, and services. Duties include serving as County spokesperson to the media; researching and responding to media inquiries; producing and distributing press releases, publications and PSAs; producing and managing content on the County's website; managing content on public access cable television channels; and producing special topic publications. During critical incidents, the employee serves as spokesperson to the media. Other activities include preparation of reports, record keeping and assisting with or performing special projects; serving on the emergency planning committee; assisting the public safety task force. Work requires knowledge of journalism and significant writing skills, as well as use of office and media technology. Work involves broad contact with the public, federal, State and local government officials, and the media. The employee works under the regular supervision of the County Manager and is reviewed by inspection or in conference for accuracy, effectiveness and citizen satisfaction.

EXAMPLES OF WORK

Employee writes and assists others in preparing a variety of materials for dissemination of information to the public such as memos, newsletters, reports, brochures, fliers, etc; prepares or acquires graphics materials as needed; takes photographs; serves as spokesperson during critical incidents; writes and distributes press releases and newspaper articles; tracks information such as various meeting schedules for communication to appropriate persons; performs research; gathers, and compiles a broad variety of information for publication or other purposes; gathers information from departments on issues of interest and composes materials using a variety of publishing and related software to produce newsletters for County-wide distribution or for website; edits materials, designs layout and takes photographs for publications; coordinates printing and distribution of materials; produces special topic publications with information from citizen groups or for departments; uploads information to County website; maintains on-going relationships with press and representatives of other local governments; answers media inquiries about county business and activities; researches and interviews staff to obtain answers and information to inquiries; attends meetings, hearings, or conferences to present or gather information; stays abreast of changes in programs and technology; plans and coordinates special events, projects or awards programs; develops remarks for public officials to deliver; prepares information for and participates in radio show on topics of interest to residents; manages content on public access cable television channels; performs related work as required.

EMPLOYMENT STANDARDS

Education and Experience:

Graduation from an accredited college or university with a Bachelor's degree in journalism, marketing, business administration, or a related field and five years of progressive communication

experience; or an equivalent combination of education and experience

Knowledge, Skills, and Abilities:

Considerable knowledge the principles, methods, and strategies concerning a public information, communications and community relations program, and of policies, regulations, guidelines and legal standards pertaining to the distribution of news and public information; considerable knowledge of proofreading, editing and layout; considerable knowledge of the County organization and activities ; considerable knowledge of office and desktop publishing software applications, web site maintenance, and various media such as photographic and video equipment, and of photography, graphics, design and printing; considerable knowledge of the strategic planning process; ability to coordinate and disseminate information regarding program and services to media, staff and the community in an accurate and timely manner that increases understanding of County programs and activities; ability to gather, analyze, interpret and report research findings; ability to work independently and to exercise sound judgment in making decisions related to the release and communication of public information; ability to communicate effectively in conversations, public presentations and written form, including news releases, newsletters, brochures, electronic medium and other materials; ability to perform special projects that require skills such as research, meeting and event planning, and coordination with various other governmental agencies and the press; ability to establish and maintain effective working relationships with members of the press, elected and appointed officials, department heads, employees, and general public; ability to maintain confidentiality of information obtained during work operations; ability to supervise others.

SPECIAL REQUIREMENTS

Background check with local law enforcement agency required. Some positions within classification may require a valid North Carolina driver's license. Condition of Employment: Each applicant who is tendered an offer for employment for any position with Cumberland County shall be tested for the use of drugs specified in the County policy. Refusal to submit to testing or a confirmed positive test shall be basis for withdrawal of the conditional employment offer.

ADA REQUIREMENTS

Employees are subject to hazards associated with indoor environments.

PHYSICAL REQUIREMENTS

Must be able to perform the basic life operational functions of climbing, reaching, walking, pushing, pulling, lifting, grasping, talking and hearing.
Must be able to perform light work exerting up to 20 pounds of force occasionally, and/or up to 10 pounds of force frequently, and/or a negligible amount of force constantly to move objects.
Must possess the visual acuity to compile and compute data and information, to perform transcription tasks, operate a computer terminal, do extensive reading and research, and proof and inspect finished written material.