



## CLASS SPECIFICATION

**CLASS:** County Public Information Officer  
**ALLOCATION:** County Administrator's Office  
**FLSA STATUS:** Exempt  
**UNION AFFILIATION:** Non-Represented

**ESTABLISHED:** July 2023  
**REVISED:** December 2023

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### **JOB SUMMARY:**

Under general direction, design, implement, coordinate, and monitor programs related to the County's strategic marketing and communication plan, including media outreach, community engagement and promotion of County programs and services; develop branding and messaging framework in support of the County's strategic plan; act as lead information officer for all crisis communications during declared emergencies; perform related work as assigned.

### **CLASS CHARACTERISTICS:**

This is the management level position in the communications series assigned to the County Administrators Office and responsible for coordinating, managing, and directing all public information for the County.

### **EXAMPLES OF DUTIES:**

#### **Essential:**

- Plan, develop, organize, and execute the communication activities related to the strategic plan to promote the County's initiatives, goals, and priorities; incorporate innovative branding and messaging.
- Work with County Administrator's Officer to formulate policy for managing public information and media inquiries and to communicate countywide issues to the public.
- Serve as lead Public Information Officer for County during emergencies when evacuations are recommended/ordered and/or when emergency operations center is activated.
- Act as the County's spokesperson.
- Analyze internal and external interest and understanding of County programs and services; advise County leadership on employee and public perception and communication strategies.
- Provide oversight of the County's social media presence; develop and coordinate County's social media strategy; manage and monitor content to ensure information is accurate, accessible, timely, professional, engaging, and useful, as well as in compliance with County Social Media Policy.
- Provide creative direction for online visual communications including design, layout, and text content.
- Create video and graphic content that supports/underscores messages.
- Develop, recommend, and implement guidelines and policies for the development of brochures, articles, fact sheets, videos, and all other print or digital media and marketing materials.
- Implement procedures, standards, and guidelines for countywide collection, review and presentation of information communicated to the public through the media.
- Provide editorial review of countywide materials prepared for media dissemination, as well as be available to provide review/editing services for any other internal and external official county document.
- Make public presentations to the media; prepare executive level correspondence; schedule, write, and issue news releases and public service announcements.
- Field extremely complex, difficult, or politically sensitive questions; provides updates, analyze alternatives and make recommendations on appropriate levels of responses to current issues.
- Gather, verify, coordinate, and disseminate accessible, meaningful, and timely information during a crisis or emergency situation.
- Make public presentations and represent the County in meetings with representatives of government agencies, professional and business organizations, and the public; provide technical assistance as necessary.
- Provide countywide training in various aspects of communications, public relations, and branding/marketing.
- Supervise, review, and evaluate the work staff; organize and assign work, set priorities, and follow up to ensure timely completion; evaluate staff job performance, provide direction and coaching, through regular feedback sessions; create individual development plans with employees, discuss job performance problems to identify causes and issues, and work on resolving problems; recommend discipline and implement discipline procedures as needed/directed; provide or coordinate staff training; offer advice and assistance as needed.

### **Important**

- Comply with all County equipment and safety policies and procedures, and California Occupational Safety and Health Administration (CalOSHA) rules and regulations.

### **EMPLOYMENT STANDARDS:**

#### **Knowledge of:**

- Principles and practices of employee supervision, including selection, work planning, organization performance review and evaluation, employee training, mentoring, and discipline.
- Principles, best practices and emerging trends of public relations and public communication.
- Principles and techniques of mass and targeted communication, public speaking, marketing, and journalism.
- Administrative principles and practices, including goal setting, program development, implementation, and evaluation.
- Current social media platforms.
- Methods and techniques used for presenting public information and facts to the public and the media.
- Principles and techniques for making effective public presentations.
- Principles and practices of leadership, motivation, team building and conflict resolution.
- Principles and practices of budget administration and statistical analysis.
- Research and statistical methods and techniques.
- Techniques for dealing with a variety of individuals in person and over the phone; handling confrontational situations with tact and diplomacy.
- Principles of crisis communications.

#### **Skill in:**

- Managing and directing a comprehensive Public Information and media relations program.
- Developing and implementing goals, objectives, policies, procedures, and work standards.
- Identifying and responding to public issues and concerns.
- Developing and maintaining contacts with the news media, various community groups, business, and government agencies.
- Making public presentations and communicating effectively with the media and other agency representatives on information regarding County decisions and issues.
- Structure and content of the English language including the meaning and spelling of words, rules of composition, grammar, and punctuation.
- Preparing comprehensive reports and/or correspondence using graphic aids.
- Developing crisis communications messages for both traditional media and social media.
- Organizing and conducting public meetings to promote positive communication efforts.
- Reading, interpreting, and applying federal, state, and local laws, policies, and procedures.
- Effectively communicating to diverse audiences, both orally and in writing.
- Using tact and diplomacy, and working cooperatively with a variety of individuals representing diverse cultures and backgrounds.
- Establishing and maintaining effective relationships with the general public and personnel at all organizational levels.
- Using initiative and exercising good judgment in response to public information inquiries.
- Operating standard office equipment and audio/visual equipment, and utilizing various software programs relevant to the position.

#### **Ability to:**

- Listen carefully to what other people are saying, take time to understand the points being made and ask questions as appropriate for clarification.
- Effectively explain policies and objectives to technical and non-technical audiences.
- Strategize, develop, implement, and manage a comprehensive media and public relations program.
- Plan, organize, and direct subordinate professional and technical staff.
- Research and analyze information and issues, formulate recommendations on issues, policies, procedures, and programs.
- Speak in public and before groups.
- Use Adobe Creative Suite, particularly PhotoShop, Adobe Premier, and In Design.
- Compose, coordinate, and edit a variety of informational and promotional materials.

- Prepare written analysis, evaluations, summaries, recommendations, correspondences, and reports.

**Physical Demands:** The physical demands and work environment described here are representative of those that must be met by an employee to successfully perform the essential function of the job, with or without accommodation. Prospective employees must complete a pre-employment medical exam (Occupational Group IV) which will measure the ability to:

- See well enough to read fine print and view a computer screen; speak and hear well enough to understand, respond, and communicate clearly in person and on the telephone; independent body mobility sufficient to stand, sit, walk, stoop and bend to access the work environment and a standard office environment; manual dexterity and sufficient use of hands, arms and shoulders to repetitively operate a keyboard and to write; and the ability to sit or walk for prolonged periods of time.
- Ability to drive a motor vehicle to meetings or community events.

Accommodation may be made for some of these physical demands for otherwise qualified individuals who require and request such accommodation.

**Work Environment:**

- Generally, a typical office environment.
- Attend meetings or events outside of normal working hours; work extended hours as needed.

**QUALIFICATIONS:**

The minimum and preferred requirements are listed below. While the following requirements outline the minimum qualifications, Human Resources reserves the right to select applicants for further consideration who demonstrate the best qualifications match for the job. Meeting the minimum qualifications does not guarantee further participation in selection procedures.

**Licenses and Certification:**

- The ability to obtain a valid California Class C driver's license within ten (10) days of employment; maintain throughout employment.
- Possess a Public Information Specialist Certification through Cal OES/CSTI; maintain throughout employment.

**Special Requirements:**

- Must successfully complete an extensive and thorough background investigation, which may include Live Scan fingerprinting prior to hire.
- DMV printout prior to hire.
- Must file statements of economic interest with the Yuba County Clerk/Recorder.
- Will be required to perform disaster service activities pursuant to Government Code 3100-3109.
- Attending meetings / events outside of normal business hours.

**Education and Experience:**

**MINIMUM:**

Bachelor's degree from an accredited four year college or university with major coursework in journalism, marketing, public relations, or related field, and four years of progressively responsible administrative analytical experience in public communications, public relations, marketing, or program management. Master's Degree in a related field may be substituted for the experience to a maximum of two years.

**PREFERRED:** In addition to the minimum requirements, possession of an advance degree in an appropriate field and additional progressively related experience preferably in a governmental agency setting.

**This class specification lists the major duties and requirements of the job. Incumbent may be expected to perform job-related duties other than those contained in this document.**

[Dept] Approval: Department Head  
Date:

EEOC: B  
WC: 9410

Human Resources Approval: Analyst  
Date:

Signature: \_\_\_\_\_

Signature: \_\_\_\_\_