



## **PUBLIC INFORMATION OFFICER**

**DEFINITION:** Under general direction of the Sheriff or their designee, this position plans, coordinates, directs, manages and carries out the day-to-day activities of the Department's Public Information and Communications functions during times of non-emergency and, during an emergency, supports the County's response and recovery efforts as directed or necessary; provides liaison between media and Department; administers Department's social media platforms, drafting and releasing new information to the media and the public in Inyo and beyond, as necessary.

**ESSENTIAL JOB DUTIES:** With minimal, general supervision, directs and coordinates all aspects of the day-to-day activities of the Department Public Information and Communications functions including planning, training, education, intra-County and inter-agency communications. Supports the mission, vision, values, and goals of the Department. Drafts original text and messaging to the media, the public, the Sheriff, and other agencies. Serves as media and public spokesperson for the Department; make statements and responds to interviews. Prepares talking points and press briefings. Be available and responsive to Department staff. Receive and respond to inquiries regarding news items, events, laws or procedures. Provide information to public on Departmental policies and procedures. Plan and organize events. Develop and implement media strategies for new programs. Maintain Department website, social media platforms, archiving software, and/or other technology applications in coordination and consistent with County policy. Facilitate media requests and interview requests. Evaluate and make recommendations regarding Department media/public information policies and procedures. Manage RIMS mapping. Prepare grant applications and perform reporting on grants received. Maintain and manage emergency alerting systems including CodeRed, OnSolve, IPAWS-WEA, and State/Federal EAS, including the EAS Plan. Complete NIMS Implementation Annual Survey. Attend and participate in meetings, conferences, and trainings that enhance skill; and perform other duties as assigned.

### **EMPLOYMENT STANDARDS**

**Education/Experience:** Minimum of five years' experience in public information/public relations. Bachelor's Degree in communications or related field desired or any combination of education, skills and experience that demonstrate an ability to excel in the position may be considered. While a Bachelor's degree is desirable, typical demonstrations of such education and experience include considerable Public Information/Public Relations experience and California local government experience, or a combination of training, education and experience that is equivalent.

**Knowledge of:** Principles, practices, and methods of Public Information in general and as it relates to emergency management, including the Incident Command System (ICS), Standard Emergency Management System (SEMS), National Incident Management Systems (NIMS), GIS applications, Website maintenance, Social Media Platforms, emergency alerting systems, and communications with other Departments, Agencies, the Media, and the Public-at-Large.

Principles of California local government organization and operations. Government budgeting and accounting principles and practices. Principles of employee supervision and discipline.

**Ability to:** Communicate clearly, concisely, and persuasively in writing and verbally. Think critically and perform comprehensive analyses. Work independently, and manage multiple priorities. Exercise sound independent judgment within general directions and policy guidelines. Remain calm under pressure. Establish and maintain project and program files and records, including financial, training and time records. Prepare clear

and concise reports; analyze complex problems, evaluate alternatives, and make sound recommendations, and do so in a manner that minimizes costs to the County and its citizens. Work cooperatively with those contacted in the course of work. Ability to stand, sit, bend, squat, climb, kneel, twist, and lift and carry up to 50 pounds in the course of work.

Plan, organize, manage, supervise, and coordinate employees and consultants; prepare and manage budgets; develop and administer grant applications and contracts; interpret, analyze and apply pertinent federal, state and local laws, rules and regulations, policies and procedures; develop, implement and interpret goals, objectives, policies and procedure; represent the County effectively in meetings with others. Interpret budgetary and financial statements; use computers effectively for word processing, records management and presentation.

**Special requirements:** You may be required to drive a motor vehicle in the course of employment and must possess a valid operator's license issued by the State Department of Motor Vehicles. Must successfully complete a pre-employment background investigation. Your position may be required to serve as a Disaster Service Worker during a County emergency.