

Calhoun County EMA

Job Description

PUBLIC INFORMATION OFFICER-I

Definition

The Public Information Officer I performs professional and administrative work in support of programs and projects pertaining to the operations and plans of the Calhoun County Commission, its departments, and the Emergency Management Agency. The PIO-I develops, implements and maintains an effective public information program; serves as the Commission's primary media liaison; produces positive feature pieces, develops and delivers exact press releases to the media; provides support to the County Commission in development of newspaper columns, speeches, promotional photographs and promotional videos. The PIO-I creates and manages content for department publications, the County Commission and Emergency Management Agency websites, social media outlets, newsletters, and other informational and promotional means. The PIO serves as an in-house expert in the fields of public information and communications.

The Public Information Officer-I works under the supervision of the County Administrator for Commission related assignments and serves under the supervision of the EMA Director for EMA related assignments. The PIO-I must coordinate with and support the several departments and agencies of the County Commission to ensure a unified and effective message from the Commission. For emergency preparedness initiatives and during times of emergency operations, the PIO-I will work through the Emergency Management Agency, to ensure collaboration and interoperability among messaging of local government, private sector, and non-governmental organizations to speak one message, with many voices.

Work is performed with considerable independent judgment within established guidelines.

This position will be assigned as a primary functional manager in public information and communications matters and will support and lead other functions as required. Most work is conducted through face-to-face, telephone, and email collaboration. Strong team-work skills are essential. Performance is reviewed by the County Administrator and the EMA Director to ensure conformance to established policy and directives. Incumbent is subject to 24-hour on-call and is required to carry an agency-issued phone and have quick access to an agency-issued laptop or tablet computer, and wireless internet connection.

Incumbents must be able to provide reliable transportation and have a current driver license.

This position is subject to a background check and verification of provided credentials.

Examples of Work Performed

Coordinates public relations activities for the County Commission and departments and develops press releases, columns and other materials for the media for publication;

Researches, develops, writes, and coordinates media campaigns for departments of the County Commission, including preparing, review, and edit news conferences, releases, newsletters, publications, and scripts.

Researches, writes, photographs, videos, edits, and produces slide shows;

In consultation with the County Attorney, responds to public records requests made by the news media.

Prepares written and graphic material for the County Commission and Emergency Management Agency website and official county social media sites; reviews web pages assigned to other County Commission departments, revises and updates the material as needed, creates new material as needed, create new material and assist in providing overall editorial oversight;

Develops and recommends new communication methods and enhancements that achieve communication goals for the Commission.

Serve as an public information officer at emergency incident command posts to support emergency response and recovery operations.

Collaborate with other officials in order to prepare and disseminate coordinated and consistent public information following disasters or emergencies.

Develop and maintain liaisons with county departments, municipalities, and similar entities in order to facilitate plan development, public information effort coordination and messaging.

Develop, revise, and perform evaluations of emergency management plans in accordance with state and federal regulations.

Prepare messages that outline citizen protective measures in response to disasters/emergencies such as severe weather, nuclear accidents, pandemics, and terrorist attacks, and in recovery from these events.

Plan for and/or coordinate the maintenance of messaging technology and equipment to ensure continuous readiness for immediate activation when needed.

Keep informed of activities or changes that could affect the likelihood of an emergency, as well as those that could affect response efforts and details of plan implementation.

Maintain and update resource materials and capabilities assessments associated with emergency preparedness plans.

Prepare, coordinate, and disseminate emergency situation status reports that describe response and recovery efforts, needs, and preliminary damage assessments.

Attend meetings, conferences, and workshops related to county government and emergency management in order to learn new information and to develop working relationships with others in the field.

Develop instructional materials for the public, and make presentations to citizens' groups in order to provide information on departments of the County Commission and to promote public emergency preparedness efforts.

Design and administer public emergency/disaster preparedness training courses that teach people how to effectively respond to major emergencies and disasters.

Coordinate with media, businesses and public agencies to develop public information and educational programs.

Deliver public outreach material, risk communications, and emergency public information to the public using a variety of communication channels and media resources.

Monitor and analyze public response and support for emergency management activities and programs through outreach, the media, and stakeholder feedback to ensure effective communications and to support a process of continuous improvement.

Coordinate, recruit, support, and supervise volunteers in support of local, state, and national community preparedness initiatives.

Other duties as assigned.

Knowledge

Knowledge of County Commission and departmental programs, policies, objectives and functions;

Knowledge of current principles, techniques and objective of public information and relations programs;

Knowledge of various journalistic styles.

Comprehensive knowledge of website and social media construction, design, and maintenance.

Comprehensive knowledge of media relations and resources available for dissemination of public information;

Public Safety and Security — Knowledge of relevant equipment, policies, procedures, and strategies to promote effective local, state, or national security operations for the protection of people, data, property, and institutions.

Law and Government — Knowledge of laws, legal codes, court procedures, precedents, government regulations, executive orders, agency rules, and the democratic political process.

English Language — Knowledge of the structure and content of the English language including the meaning and spelling of words, rules of composition, and grammar.

Education and Training — Knowledge of principles and methods for curriculum and training design, teaching and instruction for individuals and groups, and the measurement of training effects.

Communications and Media — Knowledge of media production, communication, and dissemination techniques and methods. This includes alternative ways to inform and entertain via written, oral, and visual media.

Customer and Personal Service — Knowledge of principles and processes for providing customer and personal services. This includes customer needs assessment, meeting quality standards for services, and evaluation of customer satisfaction.

Computers and Electronics — Knowledge of circuit boards, processors, chips, electronic equipment, and computer hardware and software, including applications and programming.

Telecommunications — Knowledge of transmission, broadcasting, switching, control, and operation of telecommunications systems.

Psychology — Knowledge of human behavior and performance; individual differences in ability, personality, and interests; learning and motivation; psychological research methods; and the assessment and treatment of behavioral and affective disorders.

Skills

Service Orientation — Actively looking for ways to help people.

Complex Problem Solving — Identifying complex problems and reviewing related information to develop and evaluate options and implement solutions.

Coordination — Adjusting actions in relation to others' actions.

Critical Thinking — Using logic and reasoning to identify the strengths and weaknesses of alternative solutions, conclusions or approaches to problems.

Speaking — Talking to others to convey information effectively.

Active Listening — Giving full attention to what other people are saying, taking time to understand the points being made, asking questions as appropriate, and not interrupting at inappropriate times.

Judgment and Decision Making — Considering the relative costs and benefits of potential actions to choose the most appropriate one.

Reading Comprehension — Understanding written sentences and paragraphs in work related documents.

Writing — Communicating effectively in writing as appropriate for the needs of the audience.

Instructing — Teaching others how to do something.

Abilities

Deductive Reasoning — The ability to apply general rules to specific problems to produce answers that make sense.

Oral Comprehension — The ability to listen to and understand information and ideas presented through spoken words and sentences.

Oral Expression — The ability to communicate information and ideas in speaking so others will understand.

Problem Sensitivity — The ability to tell when something is wrong or is likely to go wrong. It does not involve solving the problem, only recognizing there is a problem.

Speech Clarity — The ability to speak clearly so others can understand you.

Speech Recognition — The ability to identify and understand the speech of another person.

Written Comprehension — The ability to read and understand information and ideas presented in writing.

Written Expression — The ability to communicate information and ideas in writing so others will understand.

Inductive Reasoning — The ability to combine pieces of information to form general rules or conclusions (includes finding a relationship among seemingly unrelated events).

Fluency of Ideas — The ability to come up with a number of ideas about a topic (the number of ideas is important, not their quality, correctness, or creativity).

Desired Work Style

Dependability — Job requires being reliable, responsible, and dependable, and fulfilling obligations.

Integrity — Job requires being honest and ethical.

Stress Tolerance — Job requires accepting criticism and dealing calmly and effectively with high stress situations.

Initiative — Job requires a willingness to take on responsibilities and challenges.

Leadership — Job requires a willingness to lead, take charge, and offer opinions and direction.

Analytical Thinking — Job requires analyzing information and using logic to address work-related issues and problems.

Self Control — Job requires maintaining composure, keeping emotions in check, controlling anger, and avoiding aggressive behavior, even in very difficult situations.

Cooperation — Job requires being pleasant with others on the job and displaying a good-natured, cooperative attitude.

Adaptability/Flexibility — Job requires being open to change (positive or negative) and to considerable variety in the workplace.

Persistence — Job requires persistence in the face of obstacles.

Required Education and Experience

Candidate must meet the training requirements put forth as part of the Alabama Association of Emergency Managers (AAEM) Basic Level Emergency Manager (BLEM). Certification is not required at time of hire, but incumbent will be required to complete BLEM requirements within six months of hire.

Candidates must possess:

- A) Four-year bachelor's degree or equivalent with studies in communications or emergency management-related fields such as geography, biology, physics, chemistry, psychology, sociology, and business.

Or,

- B) At least two years' work experience in mass communications, emergency management or a closely related field. Work not directly in an emergency management capacity must have included planning and organizational coordination responsibilities.

Or,

- C) Any combination of education and work experience as described above totaling four years.