



Guadalupe County is seeking a
Public Information Officer



Opportunity Notice

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Public Information Officer

The public information officer will be appointed by and directly responsible to the Guadalupe County Commissioners Court and will have a full-time employment within the organization.

Duties include (but are certainly not limited to):

Consistently integrating private- and public-sector communications best practices into our public-sector business.

Regularly, successfully and collegially collaborating with department heads and elected officials throughout the county to ensure each leader and their team have all (also may be read as “not more than”) the communications tools, guidance, assistance and documented policies they need to be successful in their various missions.

Innovating. Then, innovating again. Then bringing new and more ideas, opportunities and aspirations regarding the department to the court.

Not ever doing anything foolhardy or rash on a slow news day but being well-prepared to guide commissioners court (or other elected officials in the county) in proper communications when someone else in the organization does.

Regular, ongoing teaching and coaching (for those that seek it or are willing to receive it) of department heads and elected officials about what good public communications look like (read as how well-disciplined, professional organizations communicate with and appear to the public and the press).

Additional duties and requirements (and we may decide there are more – many more):

Under the general supervision of commissioner’s court, perform a variety of tasks related to the dissemination of information to promote the understanding of Guadalupe County programs, services, activities, regulations, objectives, and administrative proceedings to a wide variety of audiences throughout the County, including the general public, communications and media representatives, community and civic groups, public agencies, and private organizations.

Additionally, our public information officer might expect to be asked to:

- Develop and/or update the county's public communication policies (e.g., procedures, strategies, county communications plan, etc.)
- Appear before community groups and media to present information and materials related to the county's activities
- Arrange press conferences and authorize appearances or press statements from staff members when appropriate, providing guidance and direction pursuant to county policies

- and industry best-practices
- Establish a county-wide style guide
 - Coordinate with other departments to produce video and audio marketing pieces and/or records of events and happenings in the county or involving the county
 - Maintain assorted social media pages for the county
 - Coordinate the production of the annual citizen's guide to county services, which includes researching and verifying information and composing the text, taking photographs, formatting the layout and ensuring the timely distribution of the information
 - Develop a variety of educational materials to create a better understanding of county programs, services, policies and projects
 - Facilitate a variety of special events and county activities by assisting media representatives at the event, providing information to the public

Experience in the following is required for this opportunity:

- Demonstrated, successful performance in a public information officer role
- Visible track record of solving complex challenges
- A history of strong employment engagements
- Proven ability to perform in situations where pressure and scrutiny fight for the number one position amongst perceptible environmental factors

The ideal candidate might also possess some *or all* the following:

- Ability to develop comprehensive public relations strategic plan and public information programs for Guadalupe County
- Ability to develop and maintain cooperative and productive working relationships with local media and key figures in community groups and agencies
- Knowledge of media resources and other forms of public outreach available in the community
- Skilled in interviewing and creating rapport with interview subjects
- Ability to analyze the news value of events
- Knowledge of public relations practices and strategic program development
- Basic knowledge of methods and techniques of video and audio production
- Skilled in planning and organizing work to meet schedules and timelines
- Knowledge of promotional techniques and marketing methods, including publicity materials appropriate to TV, print, radio, and other outlets
- Proven ability to maintain confidentiality of sensitive information
- Ability to prepare and maintain accurate and detailed records

Position and Educational Requirements: Preference will be given to candidates who possess a master's degree in public relations, marketing, business or other directly related and appropriate field from an accredited university. We may consider outstanding applicants whose experience and bachelor's degree provide a compelling career picture. Five (5) or more years of relatable experience, with a pattern of increasing, leadership-level responsibility, is preferred.

Compensation: We will compensate our public information officer in a manner commensurate with his or her experience, accomplishments *and potential*. We will also provide annual vacation accrual, various insurance programs, retirement benefits and other professional considerations we feel are or may be appropriate for this position.

Typical work schedule: We see very little as typical for an opportunity like this one. That said, from 8:00 a.m. to 5:00 p.m., Monday to Friday, with on-call/emergency time required for issues which demand immediate action/attention, might be a fair description for some amount of the time.

NOTE: The duties listed above are intended only as illustrations of the various types of work that may be performed. The omission of specific statements of duties does not exclude them from the position if the work is similar, related or a logical assignment to the position and is assigned by Commissioners Court.

Special Requirements

Must possess, or be able to obtain by time of hire, a valid State Driver's License. Must be insurable with the County insurance carrier and maintain a safe driving record throughout employment.

Tools and Equipment Used

Cameras, video cameras, overhead and slide projectors, audio/video equipment, personal computer, telephones, printers, copiers, and FAX machines.

Physical Requirements

The physical requirements 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 these duties, the employee is frequently required to sit; talk or hear; stand; walk; use hands to finger, handle, or operate objects, tools, or controls; and reach with hands and arms. The employee may occasionally be required to climb or balance; stoop, kneel, crouch, or crawl. The employee must frequently lift and/or move up to 25 pounds and occasionally lift and/or move up to 50 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.

Working Conditions

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 is occasionally

exposed to risk of electrical shock. The noise level in the work environment is usually moderate. Work is performed primarily in office, vehicles, and outdoor settings, in all weather conditions, including temperature extremes, during day and night shifts. Work can be performed in emergency and stressful situations. Individual may be exposed to hazards associated with floods, hurricanes, tornadoes, earthquakes, and fires. Potential exposures include smoke, noxious odors, fumes, chemicals, liquid chemicals, solvents and oils. The employee occasionally works near moving mechanical parts and in high, precarious places and is occasionally exposed to wet and/or humid conditions, fumes or airborne particles, toxic or caustic chemicals, risk of electrical shock, and vibration. The noise level in the work environment is usually quiet in office settings, and loud at an emergency scene.

Selection Guidelines

Formal application; review of education and experience; appropriate testing and interviews; oral interview; background check; physical agility; drug screening; final selection and pre-employment medical examination. This job description does not constitute an employment agreement between the employer and the employee and is subject to change by the employer as the needs of the employer and requirements of the job change. The employee further understands, and accepts, that this position falls under the provision of an "At Will" employment, and under no circumstances is this a contract for employment.

Comments

Guadalupe County is an Equal Opportunity Employer. In compliance with the Americans with Disabilities Act, the County will provide reasonable accommodations to qualified individuals with disabilities and encourages both prospective employees and incumbents to discuss potential accommodations with the employer.