



# Rio Arriba County

## JOB DESCRIPTION VACANCY

### Public Information Officer

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<b>DEPARTMENT:</b>	MANAGER'S OFFICE
<b>PRIMARY LOCATION:</b>	ESPAÑOLA / TIERRA AMARILLA
<b>SALARY CLASSIFICATION:</b>	M-18
<b>SALARY:</b>	SALARY-\$66,105.00-\$76,505.00
<b>POSITION STATUS:</b>	FULL TIME
<b>FLSA CLASSIFICATION:</b>	EXEMPT
<b>CLOSING DATE:</b>	OPEN UNTIL FILLED
<b>POSTING DATE:</b>	November 17, 2023

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*The following duties ARE NOT intended to serve as a comprehensive list of all duties performed by employees in this classification; only to provide a summary of the major duties and responsibilities. Incumbent(s) may not be required to perform all duties listed and may be required to perform additional, position-specific duties. This is not an all-inclusive list of all responsibilities, duties and skills required of personnel in this classification. Duties, responsibilities and activities may change at any time with or without notice.*

#### **Primary Summary:**

Under general supervision of the County Manager or designee, the selected candidate will **Plans, develops, and implements departmental public information and public relations programs; works with County Manager/Commissioners and officials to determine public information and public relations needs; develops overall strategy to address public information and public relations needs, promote departmental services and enhance customer and community relations.**

**Works with County Manager/Commissioners and officials in gathering and disseminating information about departmental functions; coordinates the activities of employees engaged in performing research on County functions and activities; prepares, edits, and directs the production and distribution of informational materials.**

**Develops concepts for informational and promotional programs; prepares program materials such as speeches, talking points, handouts, brochures, and activities schedules; develops and maintains contacts lists; oversees the production of press kits, and arranges for print and electronic media coverage including social media for special events.**

#### **Duties and Responsibilities:**

- **Publicizes departmental news and functions utilizing a variety of news media, including social media or blogs.**
- **Advises County officials regarding public relations programs and the response to media questions; prepares speeches, news releases and official announcements; arranges press conferences, radio and television interviews for County officials; serves as spokesperson for the County at media events community meetings**



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- Establishes and maintains liaison with representatives of news media; establishes contacts with community groups to encourage community participation and develops programs and strategies to enhance the public's perception of County services.
  - Prepares news releases, speeches, fact sheets, event rundowns, citations, ceremonial documents and other informational materials for County departments and agencies; conducts research and contacts community and civic agencies to gather data required to prepare informational materials.
  - Utilizes web application technology to write, edit and adapt accurate and editorially consistent social media or internet content for web site; collaborates with and guides content specialists in developing customer-friendly web site copy; may use software to edit graphics and photos for web content.
  - May represent the department at community events, meetings, press conferences, and ceremonial events.
  - Will handle all County promotional events and shows
- Emergency Public Information:**
- *Develops and recommends communication and public relations plans for departmental emergency activities; reports to the site of emergency and provides information about the status; determines strategies to engage and inform the community; acts as liaison to County agencies, Elected officials and meets with community leaders, and residents to provide information and obtain feedback about emergency services.*
  - *Meets with management to develop communication and project plan details that reduce impact on the public; determines how emergency alerts and automated communication updates are made to the public; analyzes sensitive customer service problems and collaborates with managers to determine solutions; may draft official communications to the public and customers as required using a variety of communication formats and methods including the internet and social media channels.*

#### **Minimum Qualifications:**

- Current principles, practices and developments in public relations
- English usage, grammar, rhetoric, punctuation and spelling
- Modern journalistic principles and practices
- Methods and techniques of disseminating information to the public such as print, electronic and social media
- Public relations principles and practices used in the preparation and dissemination of informational and promotional materials in all types of media
- Speech writing techniques, including data compilation, research, preparation of final drafts
- Practices and techniques of writing promotional and informational materials





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- Public speaking techniques
  - Current and expanding social media
  - Common software including Word, PowerPoint, Excel and related software including internet and web-based programs
  - Web applications software for the purposes of writing and editing web content in general and for the department's own website federal, state and local laws and regulations applicable to the operations of the County if required by assignment
  - Shall maintain a valid New Mexico driver's license

#### **Recommended Qualifications:**

- Completion of a bachelor's degree program at an accredited college or university, with major course work in journalism, communications, marketing, media studies, public relations or a related area.
- Two years of experience in communications, creative marketing, digital media, or public relations that has included planning and facilitating special events for a governmental or non-profit agency.

#### **Bilingual Specialty**

- Participates in obtaining information on current issues affecting non-English language speaking community; maintains a mailing list of persons active in the various community groups; writes and/or translates informational and educational newspaper articles, radio scripts, pamphlets, leaflets, speeches and brochures.
- Two years of experience at the full performance level in communications, creative marketing, digital media, or public relations that has included planning and facilitating special events for a governmental agency or non-profit agency.
- Any equivalent combination of education and experience determined to be acceptable by the Office of Human Resources that has included a bachelor's degree as an educational minimum and the specific experience.

#### **Preferred Qualifications:**

- Hold a bachelor's degree in communication, journalism, or public relations

#### **Knowledge, Skills and Abilities:**

- Knowledge of media strategy and hands-on experience in creating campaigns
- Strong leadership, organizational, and problem-solving skills
- Skilled at managing a wide range of media contacts and campaigns at once.
- Technically proficient and digitally savvy in using social media platforms, analytics software, and web application technologies
- Ability to act in an independent and conscientious manner using sound judgment
- Ability to maintain confidentiality
- Ability to handle multiple tasks and meet deadlines



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- **Ability to communicate effectively, both orally and in writing**

#### **Physical Demands:**

While performing the duties of this job, the employee routinely sits, stands, walks, talks and hears. The employee regularly uses manual dexterity and visual acuity to complete tasks. The employee may occasionally lift and/or move up to **thirty (30)** pounds. If an item is above **thirty (30)** pounds in weight, then two or more County staff members will team up to lift the object.

#### **Work Environment/Conditions:**

[1] Work is performed in a professional office environment with a moderate noise level, and occasionally working under stressful conditions, possibly and for extended periods of time. This position is routinely exposed to Visual/Video Display Terminal (VDT) and extensive personal computer and phone usage. Evening, holiday, and weekend work outside of normal business hours "may" be required as well as travel and attendance at meetings.

[2] The employee may also need to go outside in all kinds of weather and travel to various locations. Evening, holiday, and weekend work outside of normal business hours may be required as well as travel and attendance at meetings. Must be available to provide customer support.

[3] Work is performed 95 percent is spent indoors under normal temperature conditions. when indoors surface is carpeted, tiled, and concrete.

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#### **County position requires the following professional skills and abilities as key and necessary elements of performance. Employees are required to:**

- Demonstrate regular and reliable attendance
- Work well with others and participate fully in a team-oriented environment
- Interface with other employees and customers in a courteous and respectful manner
- Project positive support of their department and all county organizations at all times
- Maintain and enhance the county's commitment to customer service excellence



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Working Conditions for individual positions in this classification will vary based on each departments' utilization, essential functions and the recruitment needs at the time a vacancy is posted. All requirements are subject to possible modification to reasonably accommodate individuals with disabilities.

**Conditions of Employment:**

Successful completion of thorough background investigation. Must pass a pre-employment drug screening and MVD check. Employees must comply with the safety guidelines of the county and follow the HIPPA Guidelines Manual - Policies and Procedures. Must possess and maintain a current driving course certificate from Rio Arriba County or must pass and receive a defensive driving course certificate within (30) days of the date of hire as a condition of continued employment.

**Please send an e-mail with your Letter of Interest,  
Resume and Job Application to:**

**[JobApplications@rio-arriba.org](mailto:JobApplications@rio-arriba.org)**

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*P.O. Box 127 \* Tierra Amarilla, New Mexico 87575 \* Phone (575) 588-7254 \* Fax (575) 588-7810*

*Espanola Annex \* 1122 Industrial Park Road \* Espanola, New Mexico 87532 \* Phone (505) 753-2992 \* Fax (505) 753-9397*

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