

# **Public Information Coordinator**

## **JOB SUMMARY:**

- Under the direction of the Assistant General Manager, maintains a positive District image and community relations through various District communications and events in support of the Board of Directors, General Manager, Assistant General Manager and District departments.
- Answers the media's questions and responds to emergency communication requests in coordination with the office and in the absence of the General Manager.

## **ESSENTIAL DUTIES:**

- Researches and writes media releases, brochures, articles, and other written communications
- Collects, verifies, drafts, and disseminates news and information through the District's website, social media, and other digital channels
- Assists with developing and implementing a social media communication strategy for disseminating information
- Monitors digital feedback and responds to inquiries through related media channels
- Creates or selects drawings, charts, graphs, photographs, posters, and other illustrative materials used in digital media, publications and presentations
- Coordinates the District's social media presence and departmental social media editors
- Writes and designs the District's e-newsletter
- In the absence of the General Manger, serves as liaison to media and other agencies to handle request for interviews and statements as needed
- Responsible for on-call media inquiries after-business hours and for emergencies
- Assists in the coordination of outreach activities to include public involvement for projects, groundbreaking, ribbon cuttings, media conferences, etc.
- Readily complies with departmental and District-wide policies and procedures
- Performs related special projects as assigned
- The physical and environmental factors listed below, as well as regular attendance, are also essential functions for this position

## **PHYSICAL DEMANDS:**

- Position involves prolonged sitting at a workstation, telephone usage, typing, reaching, walking, twisting, bending, repetitive motions, making copies, and standing in the performance of daily activities
- Occasional periods of extended standing

## **ENVIRONMENTAL FACTORS:**

- Work is primarily indoors in an air-conditioned office with occasional work outdoors for events
- Travel between work sites as required
- Frequent contact with the general-public

## **MINIMUM QUALIFICATIONS:**

- Combination of education and experience equivalent to bachelor's degree in Journalism, Communication, Public Relations, or a relevant field
- Two (2) years of experience in public information, public relations, graphic design, or similar programs
- Demonstrated experience in professional level writing and graphic design
- Maintain a satisfactory motor vehicle record

## **EMPLOYMENT TESTING:**

- Employment is contingent on passing post-offer, criminal background investigation and drug screen

## **IRREGULAR HOURS:**

- Work outside of the normal office hours may be required to meet deadlines and accuracy requirements
- Must be able to attend occasional evening and weekend events
- Must be available to respond to media seven days per week, 24-hours a day when on call

**ORGANIZATION RELATIONSHIPS:**

- Reports directly to the Assistant General Manager

**FAIR LABOR STANDARDS ACT (FLSA) STATUS:**

- Exempt (Salary)

**SALARY RANGE:**

\$45,000.00 - \$60,000.00 yearly

**COMMENTS:**

The above statements are intended to describe the general nature and level of work being performed by individuals assigned to this job. They are not intended to be an exhaustive list of all responsibilities, duties, and skills required of personnel so classified in this position. This job description is subject to change as the needs and requirements of the job change.

**POSITION OPENED UNTIL FILLED**