



Job Title: Public Information Officer
Department: Economic Development and Public Affairs
Reports To: Economic Development and Public Affairs Director
Salary: \$62,413 - \$92,528
Hiring Range: \$62,413 - \$77,471

Job Status: Regular, Full-Time	FLSA Status: Exempt	Town Status: Classified
Origination Date: 02/2023	Revision Dates:	

JOB SUMMARY

This position develops, implements, and maintains effective public information and communication programs on either a townwide or departmental basis; serves as the Town’s spokesperson and primary media liaison; develops news content for release to the media and on digital platforms; delivers digital content, news, and information through Town communication tools; provides support to the Town Council/Town Manager in development of digital content, media materials, and videos. Work includes professional application of research and writing skills, digital content management, media relations, preparation and release of publicity material, and preparation of various marketing campaigns, publications, and special reports.

ESSENTIAL FUNCTIONS

Essential Functions are not intended to be an exhaustive list of all responsibilities, duties and skills. They are intended to be accurate summaries of what the job classification involves and what is required to perform it. Employees are responsible for all other duties as assigned. The duties and responsibilities are subject to change as the needs of the Town and requirements of the position change.

- Plans, implements, and coordinates town-wide communication efforts. Develops, monitors, and disseminates Town communications to targeted internal and external audiences, using a variety of communications media;
- Develops communication strategies and initiatives for various Town campaigns and activities, both internally and externally;
- Serves as a departmental liaison to assist with the production of public information materials, including digital content, graphics, videography, and photography;
- Researches, develops, writes and coordinates media campaigns for town departments;
- Develops public information programs for departments and Elected Officials
- Advises Elected Officials and staff on media related issues; assists departments in communicating services to the public;
- Prepares, reviews and edits news releases, newsletters, publications, marketing collateral, website copy, employee communications and video scripts;
- Prepares social media messages, posts to social media accounts and responds to comments;
- Researches, writes, photographs and produces multi-media public information presentations;
- Serves as the Town spokesperson in highly sensitive and/or complex matters;

- Participates in interviews with the media. Ensures accuracy of media reports;
- Provides or coordinates media training as requested or needed;
- Responds to queries from public, media and employees;
- Coordinates public engagement events;
- Performs emergency management communication duties; completes necessary emergency management trainings;
- Monitors and gathers Town press clippings and communicates news/issues to management and department liaisons;
- Provides assistance and publicizes official Town functions for the Town Council/Town Manager, including open houses and public meetings;
- Responds to public records requests made by the news media;
- Participates in long range and strategic planning and project work for Town-wide Communications functions to ensure alignment with Town goals;
- Performs all work duties and activities in accordance with department and/or Town policies and procedures;
- Incumbent will be expected to have the ability and capability, with or without accommodations, to perform these Essential Functions, and other functions and tasks as required and/or directed.

Knowledge, Skills and Abilities:

Knowledge of, and experience in:

- Planning, organizing, research, and project management skills;
- Municipal government operations and structures;
- Ordinances, codes, and policies governing Town operations;
- Professional applications of research and writing skills;
- Effective communication skills, orally and in writing;
- Facilitation and consensus-building methodologies;
- Problem solving skills;
- Town and departmental programs, policies and functions;
- Principles, objectives and best practices of public information, public affairs, marketing and digital content management;
- Media tactics, including interview techniques and preparation;
- Content development applications for digital, print, social media and websites;
- Familiarity with web and social media development and programming;
- Content management for websites, mobile applications and social media platforms;
- Best practices related to web content and digital communications;
- Journalistic standards and English grammar, spelling and punctuation.

Ability to:

- Follow and generate written and oral instructions;
- Plan, organize, assign, and organize the work of others;
- Work in a team environment under stressful conditions;
- Develop creative solutions to complex problems;
- Establish and maintain effective working relationships with Town Council, Town leadership and employees, stakeholders, and the public;
- Develop and deliver effective public presentations to diverse groups;
- Respond to citizen requests in a courteous and effective manner;



- Prepare and present accurate and reliable reports containing findings and recommendations;
- Demonstrate integrity, ingenuity, and inventiveness in the performance of assigned tasks;
- Analyze issues, draw logical conclusions, and develop strategies for resolution of issues;
- Communicate effectively both orally and in writing, with the public and other employees.

MINIMUM QUALIFICATIONS

- Bachelor's Degree in Communications, Journalism, Marketing, Public Relations, or a closely related field;
- Five (5 years) public information or digital content management experience, working in related progressively responsible positions.
- OR
- Any combination of education and experience sufficient to perform the essential functions of the position.

PREFERRED QUALIFICATIONS

- Experience working with elected officials and managers in a municipal or other public sector setting.

REQUIREMENTS

- Valid Driver's License required. Arizona Driver's License within ten days of hire.
- Must be able to pass a thorough background investigation.
- An equivalent combination of Formal Education and Experience sufficient to perform the Essential Functions.
- Must be available to work evening and weekend hours.

This job description does not constitute an employment agreement between the Town of Sahuarita and the employee and is subject to change by the Town of Sahuarita as needed.

Management's vision is for all employees to embrace, support, and promote the Town's values, beliefs, and culture, which include but are not limited to the following expected behaviors:

- High ethical standards
- Active participation in teamwork
- Strong safety principles and safety awareness
- Provide outstanding customer service to internal and external customers

IN COMPLIANCE WITH THE AMERICANS WITH DISABILITIES ACT, THE TOWN WILL PROVIDE REASONABLE ACCOMMODATIONS TO QUALIFIED INDIVIDUALS WITH DISABILITIES AND ENCOURAGES BOTH PROSPECTIVE AND CURRENT EMPLOYEES TO DISCUSS POTENTIAL ACCOMMODATIONS WITH A MEMBER OF THE HUMAN RESOURCES DEPARTMENT