**Assistant Public Information Officer (1233)**

Santa Rosa County Employment Opportunity Announcement: 09/27/2021 – 10/04/2021

$47,881.60 - $55,016.00 Annually, DOQ\*

Department: Public Information Office

Apply online: [www.governmentjobs.com/careers/santarosa/jobs/3246579/assistant-public-information-officer-1233](http://www.governmentjobs.com/careers/santarosa/jobs/3246579/assistant-public-information-officer-1233)

General Description

Disseminates accurate and timely information to Santa Rosa County residents, the media and employees.

Essential Job Functions

Essential functions are fundamental job duties. They do not include marginal tasks which are also performed but are incidental to the primary functions. 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, nor does every position allocated to the class necessarily perform every duty listed. Personal characteristics required of all employees such as honesty, industry, sobriety and the ability to get along with others, are presumed qualities and may not be listed specifically.

* Conveys board policies, regulations and responsibilities to members of the media to help promote accurate reporting about the organization.
* Serves as the secondary point-of-contact for media inquiries; monitors media coverage; maintains professional relationships with the media; coordinates interviews with appropriate county staff or elected officials; may serve as a spokesperson for the county to print, online, radio and television medial, responding to media requests for information and interviews.
* Consults with staff, conceptualizes and designs communication products and graphics to support county mission, programs and services including videos, photos, illustrations, brochures, newsletters, displays, charts, diagrams, surveys, digital media, news releases, PowerPoint presentations, web, tablet and smartphone-ready artwork and other publication projects.
* Prepares detailed print specifications and costs and processes completed artwork and layouts to develop print, web or other electronic media-ready specifications.
* Manages the county’s social media accounts and website content.
* Works in the A/V room for county commission meetings and other meetings as necessary.
* Assists in the planning and coordination of public outreach activities.
* Acts in a liaison capacity with community leaders, tour groups and other governmental agencies and communication groups requesting information on government related activities.
* Acts as a liaison with the media in preparing press releases, planning public events and performing interviews.
* Interacts with the public in an effective and courteous manner.
* Must demonstrate commitment to our mission, vision, values and goals and represent the County in a professional, dignified manner at all times both in actions and appearance.
* Serves as ESF 14 staff in the County’s disaster preparation and/or disaster recovery efforts, as designated in the County Comprehensive Emergency Management Plan; required to work before, during and/or after an emergency.
* Manages responsibilities for community outreach activities beyond regular county business hours including extended workdays, evenings, weekends, holidays and on-call; must be able to meet minimum attendance standards.
* Performs related duties as required.

**ESSENTIAL PHYSICAL, VISUAL AND COMMUNICATION SKILLS:**  
The physical requirements are that of sedentary work and include exerting up to 10 pounds of force occasionally and/or negligible amount of force frequently or constantly to lift, carry, push, pull or otherwise move objects, including the human body. Sedentary work involves sitting most of the time. Walking and standing are required occasionally. Requires fingering to include picking, pinching, typing or otherwise working primarily with fingers rather than with the whole hand as in handling. Requires repetitive motion of the wrists, hands and/or fingers. Required to operate a motor vehicle to perform essential job functions.  
   
Requires close visual acuity to perform an activity such as: preparing and analyzing data and figures. Transcribing; viewing a computer terminal; extensive reading; visual inspection involving small defects, small parts, and/or operation of machines (including inspection); using measurement devices; and/or assembly or fabrication parts at distances close to the eyes.  
   
Requires the expression or exchange of ideas by means of the spoken word. Those activities in which they must convey detailed or important spoken instructions to others accurately, loudly or quickly. Requires perceiving the nature of sounds at normal speaking levels with or without correction. Ability to receive detailed information through oral communication and to make the discriminations in sound.  
   
**ENVIRONMENTAL CONDITIONS:**  
The work environment involves moderate risks or discomforts that require special safety precautions and/or is exposed to one or more disagreeable conditions such as irate customers, outdoor weather conditions, excessive noise, extreme temperatures, odor, dust, etc. at least 25% but less than 50% of the work time.  
   
**REQUIRED KNOWLEDGE, SKILLS AND ABILITIES:**  
Knowledge of state, federal and county laws; familiar with county, state and federal agencies; principles, practices and methods of social media; practices and principles of public information, crisis communications, public relations and marketing; website design, management and/or content development; basic copyright laws applicable to design work and creative properties; design and electronic pre-press processes and experience with typography, color, conceptual thinking, print layout, digital production and post-production; emergency public information policies, methodologies and procedures.  
   
Required to operate a personal computer and word processing, spreadsheet and/or database programs; video production equipment. Requires digital photography, video and photo; video editing; proper English usage, spelling, grammar, punctuation, vocabulary and sentence structure; press release writing and AP style; creative and business proofreading, editing, writing and research; verbal communication.  
   
Required to adhere to deadlines while working on multiple, diverse projects; translate communication needs into products that are thoughtful, highly organized, logical and easy to digest; present information to County officials, staff and public groups; remain calm and function well under stressful situations; establish and maintain effective working relationship with the media, officials, employees and the public.

Minimum & Preferred Qualifications

**ATTENTION:**  
 **We do not accept resumes; therefore, RESUMES should not be submitted. To be considered, please complete the online application and upload your educational documentation (diploma, transcripts, etc.) and/or applicable certifications which are stated below in the minimum qualifications for the position.**  
  
Bachelor's Degree from an accredited four year college or university in Journalism, Media Relations, Communications, Public Administration or closely related field; supplemented by four (4) years of progressively responsible communications, public information or marketing experience; or an equivalent combination of education, training and experience that provides the required knowledge, skills and abilities. Communications, public information or marketing experience with a state and/or local government is preferred. Experience with Adobe Creative Suite or Adobe Cloud including InDesign and Photoshop is preferred.  
   
**LICENSURE AND/OR CERTIFICATIONS:**  
Requires a valid driver license at the date of hire and maintain said license while employed in this position. Must complete FEMA/NIMS 100, 200, 300, 700, 800 and Basic PIO within one (1) year of employment.

Supplemental Information

Applicants must have at least the minimum educational documentation and/or certifications (requested within the job description) uploaded with their application to be eligible for consideration. Documentation may be uploaded at the time of application, scanned and emailed, faxed, or hand-delivered.   
  
**NOTE:** The information given on your application will be evaluated against the minimum qualifications of the job description. After all applications are evaluated, your name will be placed on the employment list and sent to appropriate hiring authority for consideration.   
  
The online application and complete job descriptions can be viewed at www.santarosa.fl.gov Complete job descriptions may also be obtained at the Human Resources office located at 6495 Caroline Street, Suite H Milton, FL 32570.  
  
Candidates may be asked to demonstrate knowledge and skills related to the position during the interview process.  
  
A Drug Free Workplace/EQUAL OPPORTUNITY EMPLOYER /Veteran's Preference will be given in accordance with Florida Statutes.