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| **COMMUNITY INFORMATION SPECIALIST** | | | | |
| Department: | 106/Administrative Service | Exempt: | | Yes |
| Reports To: | Community Information Manager | Pay Grade/Wage: | | $25.67/hour |
| Position Type: | Full-Time | Hours: | | 40 hrs/week |
| Job Summary: | | | | |
| The Public Information Officer for Public Safety will serve as a key member of professional staff. The position reports to Community Information Manager. The position requires experience in current public information and media relations practices and the ability to work in a team environment. The position serves an important role in the city’s efforts to develop and disseminate information for the Police and Fire Department. The position requires considerable independent judgement. | | | | |
| Job Description: | | | | |
| DUTIES & RESPONSIBILITIES   * Work to provide a comprehensive media relations program for the purpose of educating the public and maintaining a positive public image for the Police and Fire Department. * The position will work with a variety of City functions to communicate the strategic plan for both Police and Fire as well as policies. * Assist with oversight of DeLand PD website and public safety's social media presence and other communication related programs. * The PIO will foster a relationship with the media in order to proactively present Police and Fire programs, services and initiatives. * Will serve as primary spokesperson for public safety and oversees the media relations function for Public Safety. * Serves as primary point of contact for all media for both the Police and Fire Department. * Monitors the daily investigations/actions of the Police/Fire Department for situations likely to attract media attention. * Researches, develops and disseminates electronic and printed publications, press releases, photographic materials, feature articles, videos, public service announcements, promotional materials and other form of communications to local media and the public to increase community awareness of Police and Fire activities, services and programs. * Responsible for electronic communications such as social media and similar content for Public Safety. * Coordinate media inquiries with responsible department head in a timely, accurate manner according to Chapter 119 in the Florida Statues. * Serve in an on­call capacity to respond within ninety minutes (90) at most public safety incidents after being requested to respond to emergencies at any time in the event that information needs to be released to local media and the public. * Leads the coordination of public safety press conferences as deemed appropriate. * Conducts tours for local media, freelance writers, editors, publishers and the like. * Participates in collaborative partnership with other city/county/state public information officers. * Responsible for working in collaboration with Community Information Manager for the dissemination of information and recommended communication strategies during an emergency event while actively contributing as a team member in the Emergency Operations Center during any and all crisis, natural or otherwise. * Serves as deputy spokesperson for the city in absence of Community Information Manager. * Assist in city-related communications programs as time allows.   QUALIFICATION REQUIREMENTS  To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. Must meet requirements in relation to the State (FCIC) and National (NCIC) Criminal Information Centers background check. The requirements listed below are representative of the knowledge, skills, and /or abilities required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.  EDUCATION AND EXPERIENCE REQUIREMENTS   * Bachelor’s from an accredited college or university with a major in Journalism, Communications, Public Relations, Social Sciences, Education, Public Administration, or related field is required. * Four (4) years of professional experience as a public information officer or in journalism, public relations, research, and project management experience or any equivalent combination of training and experience is required. * An equivalent combination of education, experience and training which provides the required knowledge, skills and abilities may be considered for minimum requirements.   PREFERRED SKILLS   * Must successfully complete FEMA ICS 100, 200, 300, and IS 700 within the first six (6) months of employment. * Must work toward becoming Accredited in Public Relations after five years of employment. * Experience in crisis communications or public safety information is preferred. * Bilingual preferred, particularly Spanish.   LANGUAGE SKILLS   * Ability to develop and maintain good personal relationships with others. * Ability to effectively communicate in both written and oral form.   REASONING ABILITY   * Ability to understand and carry out complex oral and written directions and manage complex computer software. * Ability to deal with problems involving several variables in standardized situations when immediate guidance from the supervisor may not be available**.** * Ability to plan, organize, coordinate and communicate to senior management staff.   **OTHER SKILLS AND ABILITIES:**   * Knowledge, skill and application of correct grammar, punctuation, word usage and sentence structure. * Must have a general knowledge of a working newsroom and how news media outlets operate. * Ability to use discretion and good judgment in handling politically sensitive information and issues. * Knowledge and skills in the principles, practices and techniques of effective verbal, written and audiovisual communications. * Knowledge, skill and application of social media platforms. * Ability to recognize and develop public information opportunities. * Ability to use video production equipment and editing software. * Possession of a valid Florida Driver's license or ability to obtain within four weeks of date of hire.   **WORK ENVIRONMENT/ADA:** While performing the duties of this job, the employee is regularly required to sit for long of periods of time performing repetitive functions. The employee must be able to access file cabinets for filling and retrieve data. The employee must have the ability to sit at a desk and view a screen for extended periods of time. | | | | |
| Lifting: | Lift up to 15 Pounds | Vision: | 20/20 or  Corrected to 20/100 | |
| Environment: | Office/Sedentary Work | Hearing: | Normal Noise Levels for Work Environment | |
| **\*Class Descriptions are not intended to be restrictive. The use of (or absence of) a particular illustration of duties shall not be held to exclude or limit the authority of a Department Head to assign other duties which are similar and related to work.** | | | | |

I acknowledge that on I read and received a copy of my job description.

**(Date)**

**EMPLOYEE NAME PRINTED EMPLOYEE SIGNATURE**