

KENT COUNTY POSITION DESCRIPTION

Department of Administration
Classified, GRADE 10
Exempt Position

PUBLIC INFORMATION OFFICER

GENERAL STATEMENT OF DUTIES: Serves as chief public information officer for the County responsible for media and legislative relations; performs research duties on projects of a confidential nature under the direction of the County Administrator; assists the County Administrator in the planning, development, dissemination, and implementation of programs, projects, and policies designed to improve administration and productivity throughout the County's departments; performs other duties as assigned.

DISTINGUISHING FEATURES OF THE CLASS: Coordinates public relations and media activities; applies research procedures to non-routine problems without the benefit of standard or specific guidelines; plans and arranges assigned tasks, general direction may frequently be provided by County Administrator; and assists in the formulation and implementation of County policies, programs, and projects.

ADA REQUIREMENTS: This is sedentary work requiring the exertion of up to 10 pounds of force occasionally and a negligible amount of force frequently or constantly to move objects; work requires reaching, fingering, grasping, and repetitive motions; vocal communication is required for expressing or exchanging ideas by means of the spoken word; hearing is required to perceive information at normal spoken word levels; visual acuity is required for preparing and analyzing written or computer data, operation of machines, determining the accuracy and thoroughness of work, and observing general surroundings and activities; the worker is not subject to adverse environmental conditions.

EXAMPLE OF WORK: (Illustrative only)

Prepare press releases and provide general information to the media;
Establish and maintain ongoing public relations program;
Track and report on State and Federal legislation for impact on County;
Cultivate positive relationships with State legislators and officials on behalf of County;
Interface with department managers and their staff, other institutions and agencies, and the private sector who are involved in related projects;
Develop and implement appropriate research and data gathering techniques;
Plan, organize, coordinate, and carry out assigned research projects;
Prepare progress reports, project summaries, policies and procedures, final reports, and technical papers for review;
Recommend changes to standard techniques, programs, or policies to supervisor;
Serve as primary staff person on assigned projects and/or programs;
Prepare grant proposals for program funding;
Determine and report fiscal impact of proposals, plans, or initiatives.

REQUIRED KNOWLEDGE, SKILLS, AND ABILITIES: Ability to work independently under general supervision; ability to communicate complex ideas and concepts in written form; ability and willingness to deal confidentially with sensitive material; ability to develop cooperative relationships with and provide assistance to department heads and supervisors; good knowledge of standard research techniques; ability to evaluate data and objectively critique results; working knowledge of personal computers and pertinent applications; regular and timely attendance; performance of duties in a safe manner.

ACCEPTABLE EXPERIENCE AND TRAINING: Bachelors degree from an accredited four-year college or university in journalism, government, public administration, or related field with one to three years of related experience; or any equivalent combination of experience and training which provides the required knowledge, skills, and abilities.

ADDITIONAL REQUIREMENTS: Possession and retention of a valid motor vehicle operator's license issued by the State of Delaware. Must pass testing for substance abuse and criminal background investigation. Direct deposit of pay required.

Employee Acknowledgment

REV. 12/10/91

rev. 7/1/94

Rev. 01/11/99

Rev. 07/01/00

Rev. 07/01/01

Rev. 07/01/06