

Title: Public Information Officer
Department: Administration
Division/Office: County Administrator's Office



Grade 2124; FLSA Exempt position; Category: Classified; Job Code: PIFO; Rev.:07/01/2021

General Description

The purpose of this position is to manage the flow of information between Kent County Levy Court and various outlets; ensure timely and accurate flow of information and to assist the County Administrator in meeting County goals.

This position works independently, under limited supervision, reporting major activities through regular communications.

Duties and Responsibilities

The functions listed below are those that represent the majority of the time spent working in this position. Management may assign additional functions as necessary.

- Prepares press releases and provide general information to the media.
- Establishes and maintains ongoing public relations program.
- Cultivates positive relationships with State officials and local media representatives on behalf of County.
- Interfaces with department managers and their staff, other institutions and agencies, and the private sector who are involved in related projects.
- Makes informative presentations to interested groups or individuals on County activities.
- Develops and implements appropriate research and data gathering techniques.
- Manages and responds to public information requests (FOIA).
- Plans, organizes, coordinates, and carries out research projects, as assigned by County Administrator.
- Assists the County Administrator in tracking State and federal legislation.
- Prepares progress reports, project summaries, policies and procedures, final reports, and technical papers for review.
- Coordinates project/program development processes with internal and external partners.
- Provides leadership for interdepartmental projects, as directed.
- Recommends changes to standard techniques, programs, or policies to supervisor.
- Serves as primary staff person on assigned projects and/or programs.
- Prepares grant proposals for program funding.
- Determines and reports fiscal impact of proposals, plans, or initiatives.
- Performs related work as required.

Minimum Education and Experience Requirements:

Requires Bachelor's degree in journalism, communications, public administration or related field Supplemented by four (4) years of experience in public relations, marketing, mass media or related experience or any equivalent combination of education, experience and training.

Additional Requirements:

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

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objectively critique results; working knowledge of personal computers and pertinent applications; regular and timely attendance; performance of duties in a safe manner.

Must pass testing for substance abuse and criminal background investigation. Must maintain a positive work environment by acting and communicating in a manner that promotes harmonious relations with customers, co-workers, and supervisors. Direct deposit of pay required.

Americans with Disabilities Act 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 fingering, and repetitive motions; vocal communication is required for expressing or exchanging ideas by means of the spoken word, and conveying detailed or important instructions to others accurately, loudly, or quickly; hearing is required to perceive information at normal spoken word levels, and to receive detailed information through oral communications and/or to make fine distinctions in sound; mental acuity is required to make rational decisions through sound logic and deductive processes; physical attendance at work site is required to perform manual tasks, provide immediate service to onsite customers, and supervise or interact with work group; visual acuity is required for preparing and analyzing written or computer data, operation of motor vehicles or equipment, determining the accuracy and thoroughness of work, and observing general surroundings and activities; the worker is not subject to adverse environmental conditions.

Special Certifications and License Requirements:

- Must possess and maintain a valid state driver's license with an acceptable driving history.

Notices:

Kent County is an Equal Opportunity Employer. ADA requires the County to provide reasonable accommodations to qualified persons with disabilities. Prospective and current employees are encouraged to discuss ADA accommodations with management. This is an employment at-will position.

Employee Acknowledgement