



COLUMBIA COUNTY, OREGON
JOB TITLE: PUBLIC INFORMATION OFFICER
DATE: OCTOBER 1, 2023

EXEMPT (Y/N):	Yes	CLASSIFICATION:	CSC Exempt
DEPARTMENT:	Board of County Commissioners	JOB CODE:	028
SUPERVISOR:	Board of County Commissioners	SALARY RANGE:	E04
UNION (Y/N):	No	LOCAL:	N/A

GENERAL STATEMENT OF DUTIES: Work closely with the Board of County Commissioners to effectively disseminate information about Columbia County and the Columbia County government to the general public, media, outside agencies, community agencies, and organizations within and when needed, outside of Columbia County. Prepare county communication plan for approval and implementation by the Board of County Commissioners. Research, assemble, write, edit, and produce informative materials concerning county operations, programs and events and disseminate that material effectively using multiple methods of information distribution.

ESSENTIAL DUTIES AND RESPONSIBILITIES include the following. Other related duties may be assigned.

Prepare the county’s communication plan including comprehensive programs for disseminating information to ensure that the county’s key messages reach the public and the media. Work with the Board of County Commissioners, elected officials, department heads, and county employees to develop and sustain key messages. Plan and manage public information activities for the county, including community relations, media relations, public policy, and social media, under the direction of the Board of County Commissioners.

Serve as the county’s spokesperson to provide public information and promote public awareness of the county and its services and programs. Plan, develop, and manage multimedia communications projects. Oversee county social media outlets and programs. Provide content for the county website.

Monitor regional, state, and national media sources and social media to assess the need for developing information strategies and action plans for the county. Develop and coordinate official media strategies for county elected officials and department heads. Work with the media to develop stories about county programs and activities. Participate in interviews with the media. Coordinate media requests, prepare news releases, and manage effective relationships with regional, state, and national media sources.

Develop and present proactive, innovative ideas and messages to promote county issues. Proactively seek information about county issues and programs from all county departments for positive and/or appropriate reactionary news releases to media and the general public. Create, edit, and prepare correspondence, speeches, media articles, news releases, technical documents, information packets, special reports, and other communication on the wide variety of county procedures, policies, and programs as assigned and as needed.

Within the Emergency Management framework, the Public Information Officer acts as the primary media contact in the Emergency Operations Center during activations and drills; conducts disaster preparedness messaging; assists with maintaining situational awareness and public messaging during emergencies, including press releases, advisories, and scripts; establishes a local/regional Joint



COLUMBIA COUNTY, OREGON
JOB TITLE: PUBLIC INFORMATION OFFICER
DATE: OCTOBER 1, 2023

Information System when necessary; acts as local contact for the Regional Joint Information System; and monitors and amplifies messaging regarding emergency events managed by partner agencies.

Coordinate county advertising efforts. Utilize graphic design software and best practices to create and prepare aesthetically pleasing promotional materials such as media advertisements, brochures, schedules, posters, and pamphlets to communicate ideas and messages that inspire and inform county residents, visitors and employees. Coordinate and conduct assigned projects, research studies, and special events.

Assist with grant writing and collection of grant information as needed.

Assist with county website maintenance, ensuring the accuracy and functionality of the website through technical support, HTML coding, content updates, and employee training initiatives. Maintain relationship with hosting services vendor to facilitate website updates, GUI optimization, and CMS troubleshooting.

Consult and advise county officials and staff on public information procedures, protocols and community relations issues. Represent the county to local civic and service organizations, ancillary boards and agencies, and local schools.

Ensure effective communication of county issues and programs with neighborhood and community groups, local non-profit agencies, local businesses, and schools by engaging in positive relationships.

Follow all safety rules and procedures established for work areas. Comply with all relevant county policies and procedures.

Maintaining regular attendance during the assigned work schedule is an essential requirement of this position. The ability to serve and meet in person with members of the general public, co-workers, and others is required.

SUPERVISORY RESPONSIBILITIES: Supervision of employees is not a responsibility assigned to this position.

SUPERVISION RECEIVED: Work is performed with considerable independence and is reviewed jointly by the Board of County Commissioners and PIO through conferences, reports and performance evaluations determining the effectiveness of programs in accomplishing county goals and objectives. This position is subject to the direction of the three-member Board of County Commissioners.

QUALIFICATION REQUIREMENTS: To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The competencies below represent the required knowledge, skills, and/or abilities. Reasonable accommodations may be made to enable individuals with disabilities to perform essential functions.

EDUCATION and/or EXPERIENCE: Equivalent to a four-year degree in journalism, communications, public relations, advertising or a related field. Five years' of increasingly responsible experience in public relations, public information or related field. Any satisfactory combination of experience and training, which demonstrates the required knowledge, skills, and abilities may be substituted for the above requirements.



COLUMBIA COUNTY, OREGON
JOB TITLE: PUBLIC INFORMATION OFFICER
DATE: OCTOBER 1, 2023

DESIRABLE QUALIFICATIONS: Previous experience as a Public Information Officer in the public sector is preferred. Should be self-aware in leading others and navigating challenging situations with grace and empathy. Open to diverse ideas and perspectives, willing to collaborate to find common ground.

CERTIFICATES, LICENSES, REGISTRATIONS: Must pass all relevant National Incident Management Systems (NIMS) trainings for Public Information Officers. Must possess a valid driver's license and be insurable under the county's liability policy.

KNOWLEDGE, SKILL, AND ABILITY: Thorough knowledge of the principles of public, community and government relations; communication and interpersonal techniques; principles and practices of public administration; research and problem-solving methods and techniques; project management methods and techniques. Knowledge of management principles and practices of human and financial resource management.

Skill in website management, graphic design software, and Microsoft Office products. Skill to communicate politically sensitive information effectively both verbally and in writing; analyze issues and problems from multiple perspectives; develop community relations and communications programs and strategies; communicate effectively with other employees, members of the media, other agencies, and the public; preparing and presenting information for diverse audiences.

Ability to:

- Think conceptually and quickly to get to the heart of a problem.
- Set priorities and develop realistic solutions to problems.
- Express ideas effectively, both verbally and in writing. Use sound judgment and not be afraid to take reasonable risks.
- Adapt to change or new situations and openly acknowledge and work through conflict. Accept responsibility and be able to work well with ambiguity.
- Work independently and as a team.
- Model positive behavior desired in others and promote collaboration and shared responsibility for departmental success. Look for opportunities for people to contribute, develop skills, take responsibility and be trusted.
- Provide constructive feedback in a way that is sensitive to the emotions of others.
- Act in such a manner as to maintain the confidentiality of the records and issues and other matters that may be encountered.
- Develop and maintain harmonious and effective working relationships with employees, other agencies, county officials, and the general public.
- Evaluate, analyze, and understand economic development activities, human services programs, public safety programs, and other county government responsibilities based on policy guidelines, regulations and laws.

SPECIAL NECESSARY QUALIFICATIONS: Must be able to pass a pre-employment background screening.

PHYSICAL DEMANDS: The physical demands described here must be met by an employee to perform the essential functions of this job successfully. Reasonable accommodations may be made to enable individuals with disabilities to perform essential functions.



COLUMBIA COUNTY, OREGON
JOB TITLE: PUBLIC INFORMATION OFFICER
DATE: OCTOBER 1, 2023

Minimal, involving the movement of files, books, boxes, equipment, etc. seldom exceeding 20 pounds.

WORK ENVIRONMENT: The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

General office environment. Occasional field work will expose the position to various weather conditions and terrains. Requires traveling throughout the county, state, and region for attendance at meetings and/or other events and attendance at evening or weekend meetings and events.

To perform this job successfully, an individual must be able to perform the essential job functions satisfactorily. Reasonable accommodations may be made to enable individuals with disabilities to perform the primary job functions herein described. Since every duty associated with this position may not be described herein, employees may be required to perform duties not specifically spelled out in the job description, but which may be reasonably considered to be incidental in the performing of their duties just as though they were actually written out in this job description.

***Columbia County has the right to revise this job description at any time.
This description does not represent in any way a contract of employment.***