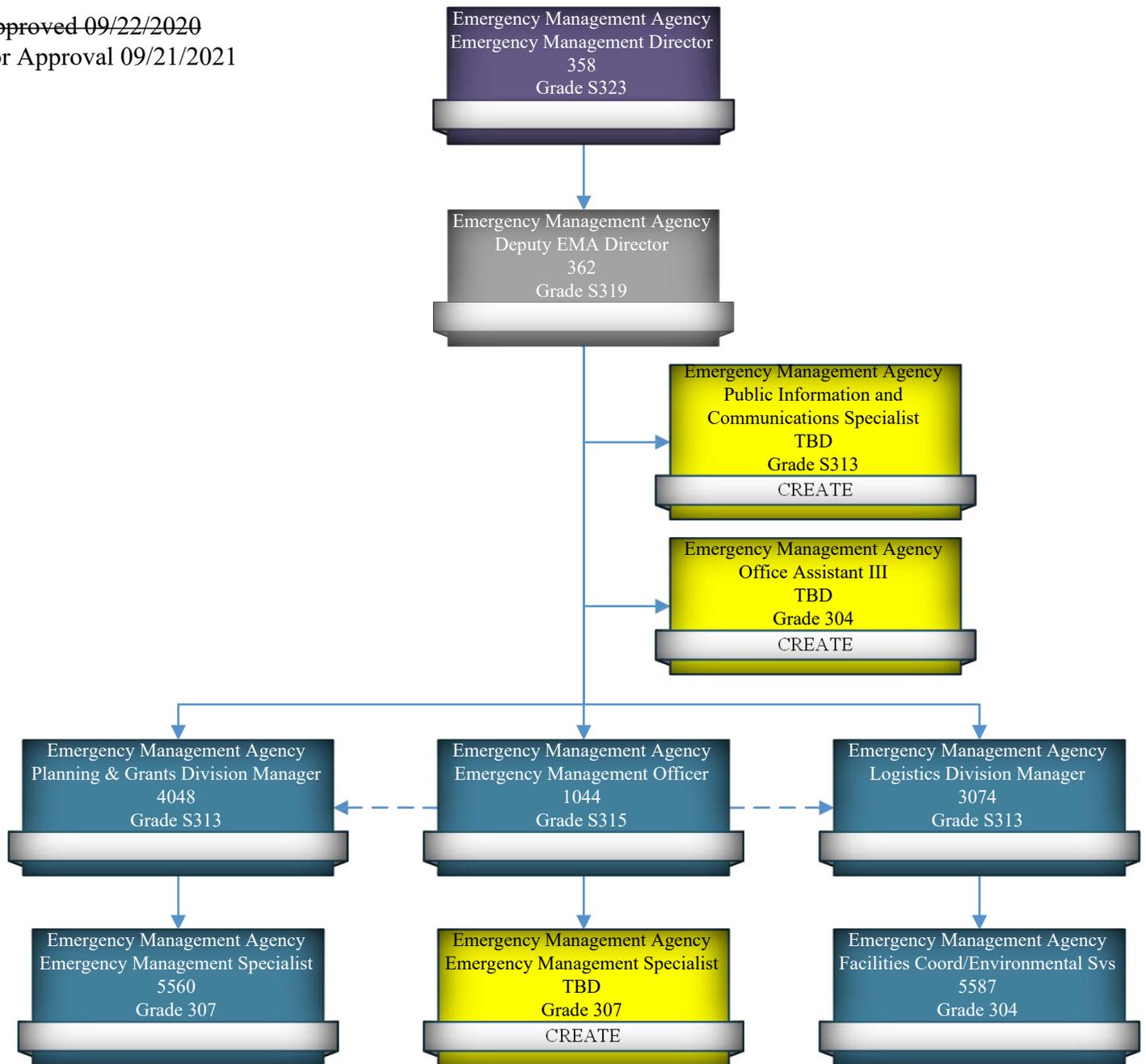


Approved 09/22/2020  
For Approval 09/21/2021



## **POSITION DESCRIPTION**

Title: Public Information & Communications Specialist  
Department: Baldwin County Emergency Management Agency  
Job Analysis: September 2021

Note: Statements included in this description are intended to reflect in general the duties and responsibilities of this classification and are not to be interpreted as being all inclusive. The employee may be assigned other duties that are not specifically included.

### **Relationships**

Reports To: EMA Director, Deputy Director  
Subordinate Staff: None  
Internal Contacts: EMA Staff, other County employees  
External Contacts: Emergency Managers and public information officers from municipalities, local, state, and federal governmental agencies, and non-governmental organizations and/or agencies, local media, and the General Public  
Status: Classified/Exempt (S313)

### **Job Summary**

Under general direction of Baldwin County EMA Director and/or Deputy Director, the Public Information & Communications Specialist is responsible for supporting the Lead Public Information Officer, Deputy Director, and Director in the areas of communications, public relations, education outreach, and media coordination. Job duties will include promotional and informational work for the Emergency Management Department. This may include the preparation of publicity materials and content, as well as development of educational programs designed to improve awareness of services, programs, plans and projects. The position entails the development and implementation of public information campaigns and programs that are related to the mission of the EMA such as marketing, customer service, and education outreach. The Public Information & Communication Specialist may work to coordinate with the media, scheduling interviews, coordinating messages and engaging with partners and stakeholders. Work involves responsibilities related to the development, maintenance and enhancement of comprehensive informational programs for all areas of interface between the agency and the public. Responsible for support, coordination and maintenance of the Joint Information System (JIS) which provides the mechanism to organize, integrate, and coordinate information across multiple jurisdictions ensuring assimilation and dissemination critical information and public affairs activities. During times of emergency, expected to serve in and support the Emergency

Operations Center/Joint Information Center.

### **Job Domains**

1. Proactive media and community relations, through writing, reviewing and editing of news releases, newsletters, emails, articles, postings, publications and scripts.
2. Facilitates news conferences and prepares materials as needed.
3. Develops, implements, and maintains an effective public information program and coordinate public relations activities for the EMA department staff.
4. Plans in the implementation as well as development of media campaigns and programs meant to keep the public informed of the preparation, response recovery and mitigation efforts of the agency. Providing updates for progress in mission efforts and accomplishments.
5. Studies objectives, policies and mandates to promote the services, goals and mission of the agency.
6. Makes oral and written presentations while communicating clearly.
7. Establishes various methodologies for research and uses various methods for gathering data such as questionnaires, surveys and even opinion polls.
8. Creates reports, graphic drawings, social media content, illustrations, photography & videography.
9. Maintains website content, manages social media platforms, applications, and mass notification software. Strive to increase engagement, grow following, and recruit registration and use for the mass notification system, applications, and social media.
10. Assists in emergency notification and warning to the public.
11. Creates and gives out public information announcements, new releases and fact sheets to the general public and media representatives.
12. Monitor media coverage and responds to media inquiries timely with accurate information.
13. Actively monitor media coverage on all media outlets and provide periodic reports accordingly.

### **Knowledge, Skills, and Abilities**

1. Excellent interpersonal, written and verbal communication and problem-solving skills.
2. Gives presentations to various large and small organizations and groups.
3. Able to prioritize multiple requests and meet multiple deadlines.
4. Flexibility to respond to changing assignments and agency priorities.
5. Able to prioritize, organize tasks and time, and follow up.
6. Knowledge of methods, principles and practices of journalistic writing and editing as applied to public relations and promotion of agency activities, including:
  - a. Publication design, layout, and preparation of materials for print
  - b. Photography and photo editing
  - c. Media relations (including support for emergency operations)
  - d. Video production and editing
  - e. Website maintenance
  - f. Social media platforms and strategies
7. Ability to work efficiently with a variety of groups and individuals. Able to work well in a team environment and as part of a team and maintain a positive attitude.

8. Policy and procedure creation including, but not limited to, communications, risk communications and crisis communications policy.
9. Ability to communicate clearly, concisely, and accurately, orally and in writing.
10. Must be able to collect and analyze significant data and draw conclusions from the information.
11. Must know how to independently work or in harmony with other co-workers.
12. Ability to establish and maintain effective working relationships as necessitated by the work and collaborate effectively with external partners.
13. Must be able to create written letters, correspondences, projects, and reports.
14. Ability to compile and create statistical reports. Proficient in computer skills, i.e. Microsoft Office Suite, Adobe Suite, Internet usage, and email.
15. Desktop publishing, graphic design, social media content production.
16. Must know how to establish and adjust work priorities utilizing good time management skills.
17. Ability to read, understand, and apply company procedures, policies and related regulations and laws.
18. Ability to apply principles of marketing and branding to agency communication functions.
19. Project Management tasks that require the ability to schedule, coordinate, and manage various projects of varying degrees of difficulty, size and complexity.

#### **Other Characteristics**

1. Willing to travel to state and regional conferences.
2. Willing to work non-standard hours to provide 24-hour emergency coverage.

#### **Minimum Requirements**

1. Bachelor's degree from an accredited college in Emergency Management, Marketing, Communications or any closely related area of studies, or combination of education and progressively responsible experience related to the duties above.
2. Experience working with local, state and/or federal Agencies – preferred.
3. Two (2) years' experience in Communications/ Marketing/ Public Relations / Public Information - preferred.
4. Possess a valid driver's license and be insurable by the County's insurance standards.
5. Position requires functional reasoning skills enabling the analysis of major problems that necessitate complex planning for interrelated activities that can span one or several work operational periods. Position also requires situational reasoning skills allowing for the ability to exercise judgment, decisiveness and innovation in situations involving broader aspects of the organization.

## **POSITION DESCRIPTION**

Title: Office Assistant III

Department: Baldwin County Emergency Management Agency

Job Analysis: September 2021

Note: Statements included in this description are intended to reflect in general the duties and responsibilities of this classification and are not to be interpreted as being all inclusive. The employee may be assigned other duties that are not specifically included.

### **Relationships**

Reports To: EMA Director, EMA Deputy Director

Subordinate Staff: None

Internal Contacts: EMA Staff, other County employees

External Contacts: Emergency Managers from municipalities, local, state, and federal governmental agencies, and non-governmental organizations, local vendors, local industry, and the general public

Status: Classified/Non-Exempt (304)

### **Job Summary**

The Office Assistant III for the Emergency Management Agency serves to accomplish numerous clerical administrative duties to assist the staff within the Baldwin County EMA. Incumbent is responsible for providing all administrative and clerical duties as assigned. Incumbent must have excellent communication and writing skills, prepare for staff meetings, take minutes, and manage schedules for departmental staff events and meetings.

### **Job Domains**

1. Support and coordinate with the Division Managers, and departmental staff as requested.
2. Prepares documentation, correspondence, and various information as requested.
3. Assists in records, database, and contact maintenance.
4. Takes minutes and proofreads minutes as requested.
5. Conducts research as directed.
6. Receives and dispatches mail.
7. Coordinates with Logistics Division for office and supply requisitions.
8. Maintains calendar of events.
9. Greets visitors to the office, refers them to whom they need to see-
10. Answers incoming calls.

11. Provides information to general inquiries.

### **Knowledge, Skills, and Abilities**

1. Knowledge of English grammar, composition, and spelling within acceptable standards of quality and accuracy.
2. Knowledge of general office practices and procedures.
3. Excellent interpersonal skills, problem-solving, and communication skills.
4. Skills to read, understand and compile printed reports and research assignments.
5. Knowledge of Emergency Management Agency activities.
6. Knowledge of office machinery operations.
7. Ability to establish and maintain effective working relationships with supervisors, co-workers, and the general public.
8. Knowledge and ability to operate computers, phones, and general software. (Ex. email, Microsoft Office etc.)
9. Ability to work under stress of recurring deadlines and during times of operations center activations for disaster response.
10. Excellent interpersonal, written, and verbal communication and problem-solving skills.

### **Other Characteristics**

1. Willing to work non-standard hours when necessary, including times of emergency.
2. Be willing to attend educational courses for advanced training.
3. Overnight travel for training or conferences.

### **Minimum Requirements**

1. Two (2) years experience in administrative assistant / secretarial related work.
2. High school diploma or equivalent.
3. Willing to work overtime and non-standard hours.
4. Must have a valid driver's license and be insurable by the County's insurance guidelines.