

POSITION DESCRIPTION

Title: Community Relations / Public Information Manager

Department: Community Relations

Job Analysis: December 2025

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: County Administrator and County Engineer
(administratively to CA)

Subordinate Staff: Public Information/Communication Specialist

Internal Contacts: County Commissioners, EMA Director, Elected Officials,
Employees of the Commission Office, County Departmental
Directors

External Contacts: General Public, Local, State, and Federal governmental agencies,
and non-governmental organizations and/or agencies, local media,
and others as assigned

Status: Classified/Exempt (S316)

Job Summary

Under general direction of the County Administrator and County Engineer, Community Relations / Public Information Manager is responsible for developing strategies to advocate the County's position on various issues and strategies to carry-out the mission and vision of the County Commission across multiple platforms, especially social media. This position assists Commission members and staff with preparing for and/or participating in interacting with various forms of media, through writing, reviewing and editing news releases, newsletters, emails, articles, postings, publications and scripts timely with accurate information. During times of emergency, the Community Relations / Public Information Manager is expected to serve in and support the Emergency Operations Center/Joint Information Center.

Job Domains

1. Develops strategies to advocate, communicate, and educate diverse audiences to understand the County's position on various issues and strategies to carry out the mission and vision of the County Commission across multiple platforms, especially social media.
2. Promotes the County's strategic plan externally and internally including communicating the progress on established goals and objectives.
3. Assists Commission members and staff with preparing for and/or participating in interacting with various forms of media, through writing, reviewing and editing of news releases, newsletters, emails, articles, postings, publications and scripts timely with accurate information.
4. Oversees monitoring of media coverage across all media outlets and provide periodic reports accordingly.
5. Prepares complex technical reports which communicate goals, objectives, priorities, policies, workflow designs, and procedures that have department or county-wide impacts. Summarizes and reports results, findings, and recommendations.
6. Periodically attends meetings of city councils, boards and commissions, legislative committees, advisory committees, government agencies, and other special interest groups.
7. Plans and organizes ceremonial events such as groundbreakings, ribbon cuttings, grand openings, etc.
8. Serves as the Joint Information Center (JIC) liaison for the Baldwin County Emergency Management Agency (BCEMA) during activations to assist with information dissemination between BCEMA, the Baldwin County Commission, and local, state, and federal elected officials and partners.
9. Develops, implements, and maintains an effective public information program including media campaigns, facilitating news conferences along with creating public information announcements, new releases and fact sheets to the general public and media representatives.
10. Makes oral and written presentations while communicating clearly.
11. Creates reports, graphic drawings, social media content, illustrations, photography and videography.
12. Assists with website content and manages social media platforms and applications. Strives to increase engagement, grow following, and recruit registration and use for the mass notification system, applications, and social media.
13. Conducts research, collects data, analyzes findings, prepares recommendations, and assists in formulating the County's position on issues, articulating the County's position.

Knowledge, Skills, and Abilities

1. Knowledge of policies, practices, and procedures of Baldwin County including the County Commission and other governing boards, organizational structure of Baldwin County government and operations, and services in relation to other governments, agencies, community organizations and citizen groups.
2. Ability to formulate goals, objectives, strategies, and action plans.
3. Ability to analyze complex issues, evaluate alternatives and make recommendations.
4. Ability to create policies and procedures including, but not limited to, communications, risk communications, and crisis communications.

5. Ability to work independently and exercise good judgment.
6. Able to prioritize multiple requests and meet multiple deadlines.
7. Ability and skills to communicate effectively, prepare and present clear, concise, and accurate statements and reports; be articulate and speak with confidence; make visual and oral presentations; tailor the message to the intended audience.
8. Ability to conduct in a professional manner in professional and social settings, especially when representing the County Commission.
9. Ability to develop and maintain effective, cooperative, and productive working relationships including the media, elected and appointed officials, management, County staff, citizen groups and advisory boards, the general public and others.
10. Ability to effectively manage personnel and productively lead a team.
11. Ability and skills to understand communications across multiple platforms including social media.
12. Ability to create reports, graphic drawings, content, illustrations, photography and videography across multiple platforms including social media.
13. Ability to apply principles of marketing and branding to agency communication functions.
14. Working knowledge of general office practices and procedures.

Other Characteristics

1. Willing to travel for the purposes of professional development, meetings, and as needed for Baldwin County Commission priorities.
2. Willing to work non-standard hours as required including maintaining a presence at the Baldwin County Emergency Operations Center as directed during an emergency event/activation.

Minimum Requirements

1. Bachelor's degree in Public Relations, Communications, Journalism, or any closely related field, or a combination of education and progressively responsible experience related to the duties above.
2. Experience and/or formal training with communications during crisis/emergency type of events preferred.
3. Minimum of two (2) years of experience working with local, state and/or federal agencies.
4. Possess a valid driver's license and be insurable by Baldwin County's insurance standards.