

## POSITION DESCRIPTION

Title: Public Information Coordinator  
Department: Commission Administration  
Job Analysis: 02/2007, 06/2019

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  
Subordinate Staff: None  
Internal Contacts: County Commissioners, County Administrator, Elected Officials, Employees of the Commission Office, County Departmental Directors  
External Contacts: General Public, others as assigned  
Status: Classified/Exempt (EC-~~6~~7)

### Job Summary

Under administrative direction of the ~~Assistant~~ County Administrator; The Public Information Coordinator generally provides journalistic public relations and marketing services on behalf of the Baldwin County Commission including, but not limited to, coordinating and arranging interviews for County Commissioners and staff including briefing on subject matter to be discussed; respond to request from media outlets; develop and coordinate a comprehensive communication programs to include media, public affairs and publications, in close collaboration with County Commissioners, County Departments public relations activities, the creation and design of newsletters, news releases, public notices, pamphlets and brochures; designs and edits photographic and graphic layouts for publications such as flyers, brochures, and electronic media in which the County Commission inserts information.

This position also manages content on the County Commission website in coordination with the Communication and Information Systems Department; as requested by Commissioners, Department Heads and staff, prepares presentations and materials for use in presentations to the public including, but not limited to, talking pieces, video scripts and power point presentation; disseminates information regarding County Commission programs, services, projects and successes to insure a positive image for the county as requested by Department Heads.

Additionally, this position exercises considerable judgment and tact while working with members of the media and community organizations to ensure that they are informed regarding County Commission business, events, and activities; as requested, coordinates community education activities regarding County Commission programs, services, projects, including, but not limited to, speaking engagements, public tours of county facilities, and representation at meetings and events of civic, fraternal, and social organizations;

The Public Information Coordinator continually provides new ideas and creative ways to enhance the county's communication and image with its citizens; plans and executes special events which serve to advance community relations activities; provides regular reports to the Baldwin County Commission Assistant and the County Administrator regarding news media coverage and develops strategies to enhance the image of the county; ~~assists the Assistant County Administrator with productions of televised county commission meetings or other television programs, such as documentaries, on the Baldwin County Governmental and Educational Access Channel;~~ oversees maintenance and updates to the County's social media sites and monitors County departments social media sites to ensure that they are used appropriately.

This position also works closely with the Baldwin County Emergency Operations Center, ~~during times of emergency~~ with the dissemination of information to the media and public. During Emergency Operations Center (EOC) activations, the Public Information Coordinator, serves at the EOC in direct contact with the Emergency Management Agency Director.

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

(Any item with an asterisk will be taught on the job.)

1. Thorough knowledge of public relations and communications methodologies for disseminating information and publicizing programs, projects, events, services and issues.
2. Considerable knowledge of the requirements of broadcast media and the ability to prepare material for use. \*
3. Considerable knowledge of print and video\* production techniques, desktop publishing and other computer programs for graphic, art design and power point presentations.
4. Some knowledge for laws and policies governing the release of confidential and sensitive information. \*
5. Demonstrated ability to communicate effectively, both verbally and in writing.
6. Able to accurately edit and write materials for publication.
7. Ability to gather relevant information to resolve vaguely defined practical problems.
8. Excellent people and communication skills.
9. Ability to handle multiple projects simultaneously.
10. Deadline driven and detail oriented.
11. A good working knowledge of general office practices and procedures.
12. Familiar with computers and software.
13. Possess the skill/ability to communicate effectively with Commissioners, office staff, co-workers and general public.
14. Knowledge of office machinery operations.

15. Possess the skill/ability to establish and maintain effective working relationships with Commissioners, office staff, coworkers, and general public.
16. Demonstrated ability and knowledge in the effective use of social media platforms to disseminate information to the media and public.

#### **Other Characteristics**

1. Willing to travel for the purposes of professional development.
2. Willing to work overtime as required and maintain a presence at the Baldwin County Emergency Operations Center for the duration of an emergency event.

#### **Minimum Requirements**

1. Possess strong communications skills and a bachelor's degree, preferred, with a major emphasis in journalism, communications, public relations, or related field.
2. Possess a valid driver's license and be insurable by the County's insurance standards.