

**DONA ANA COUNTY
JOB DESCRIPTION**

POSITION TITLE: Chief Public Information Officer	PAY GRADE: D62
DEPARTMENT: Public Information Office	FLSA: <input checked="" type="checkbox"/> Exempt <input type="checkbox"/> Non-Exempt
REPORTS TO: County Manager	LEAD: <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
BARGAINING UNIT: N/A	SUPERVISOR: <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
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APPROVED:	9/14/2021
<div style="border-left: 1px solid black; padding-left: 5px;"> <p style="font-size: small; margin: 0;">DocuSigned by:</p> <p style="font-size: small; margin: 0;">County Manager</p> <p style="font-size: small; margin: 0;"><i>Deborah Weir</i></p> <p style="font-size: small; margin: 0;">Human Resources Director</p> </div>	<div style="border-left: 1px solid black; padding-left: 5px;"> <p style="font-size: small; margin: 0;">Date</p> </div>

I. PURPOSE SUMMARY. Under the general supervision of the County Manager, serves as the Chief Public Information Officer of Dona Ana County's Public Information Office and directly supervises the Communications and Constituent Services programs. Supervises assigned personnel, plans overall work objectives, schedules, assigns and sets standards for work of subordinates and budgets and allocates resources. Evaluates subordinates work performance. Establishes department goals and objectives, coordinates and monitors departmental expenditures to ensure department operates within budget while meeting the goals and objectives and ensuring timely and effective customer service.

II. ESSENTIAL DUTIES. (This position may not be limited to the listed examples of duties. An individual must be able to perform the essential functions listed below and a reasonable accommodation may be made available to qualified individuals with disabilities to perform the essential functions of the job).

- Supervises assigned personnel; schedules, assigns and sets standards for work of subordinates. Evaluates subordinates work performance.
- Monitors departmental expenditures to ensure department operates within budget while meeting the goals and objectives.

Communications Program:

- Acts as County spokesperson; serves as liaison between County, constituents, department staff and the media. Maintains relations with local, state and federal agencies, the media, and the general public.
- Responds to media inquiries and provides requested information to the media as appropriate and in accordance with New Mexico Inspection of Public Records protocols.
- Serve as member of the County's web team to include content development, design and functionality.
- Oversee internal news feed and other internal employee informational communications.
- Develop maintain ongoing relationships with the media for paid and non-paid promotional opportunities (public/private partnerships) and implement proactive public relations, advertising, promotional and social media strategies to promote programs and services provided by the county. Including the following:
 - The issuing of weekly pre- and post-commission meeting news releases.
 - The production of informational video messages for website and social media from County Commissioners, the County Manager and the other County elected officials in English with option to produce in Spanish.

- Department profiles, to include employee profiles, for use on website and social media. Distribute to area print media.
- The production of audio PSAs in English and Spanish for distribution to area radio stations promoting County events, services and programs.
- Compose, develop and distribute news releases, brochures and other promotional materials; write speeches, special reports, letters, opinion-editorial features, briefings, correspondence, monthly newsletter, and radio and print advertising to ensure that the County's key messages reach the public.
- Prepare and host regular and periodic public service radio and television programs.
- Coordinates news conferences and special events. Oversee and/or coordinate special projects at the direction of the County Manager.
- Oversees the design and layout of in-house and outsourced promotional, instructional and advertising materials, including graphics and signage. Performs proofreading and editing of documents and publications.
- Organizes and maintains archives and reference materials; arranges, radio, TV, and newspaper interviews, talk shows, public hearings, and public speaking engagements for County Commissioners and County Officials.

Constituent Services Program:

- Manages and ensures appropriate responses to customer inquiries, comments, and complaints. Researches, resolves and mediates public complaints and disputes and maintains data.
- Serve as liaison between constituents who contact the County and the appropriate internal department, city, state or federal agency. Serves as a liaison to community groups and organizations.
- Develop and implement the ongoing solicitation of constituent feedback utilizing various methods to include website, email, direct mail, print, social media and other effective methods.
- Coordinate and facilitate community engagement and education initiatives and events.
- Ensure the scheduling of continuous informational presentations by elected officials to various government agencies, and non-governmental organizations to include civic groups and neighborhood associations in the various commission districts.
- Work closely with the County departments and the County Manager's Office in the preparation of multi-media informational materials and facilitating constituent service activities.
- Ensure appropriate responses and follow up for each County Action Request Form and administer the county's external Ethics Reporting Hotline.

III. ADDITIONAL DUTIES. Performs related duties and fulfills responsibilities as assigned.

IV. QUALIFICATIONS.

A. Education. Graduation from an accredited college or university with a Bachelor's degree in Journalism, Communications, Public Relations, marketing, or related field. Master's degree preferred.

B. Experience. Minimum of five (5) years of progressively responsible public information and/or media experience. Public sector experience preferred. Bilingual (English/Spanish) preferred.

C. Education/Experience substitution. N/A

D. Licenses/Certifications. Valid driver's license and maintain a satisfactory driving record in accordance with County policy.

E. Other (e.g. Post-offer medical exam, polygraph, background check, driver's license record, etc.). Background and driver's license records check.

1. KNOWLEDGE, SKILLS, AND ABILITIES REQUIRED BY THE POSITION:

Knowledge of a wide range of concepts, principles and practices of a professional or administrative occupation such as would be gained through extended graduate study or experience, and skill in applying this knowledge to difficult and complex work assignments.

Must have knowledge of public outreach and public relations, journalism, and public information principles and practices; techniques for persuasively dealing with the public, correct English usage, grammar, spelling, punctuation, and vocabulary; promotional material development and presentation techniques; public news media management techniques; computers and software related to marketing and public outreach; extensive knowledge of the New Mexico Public Records Act; supervisory and training practices, budget development; and of principles and practices of management, effective supervision, leadership, training, and performance evaluation methods.

Must have skills in effective decision-making and judgment in performing duties; to apply principle and practices of marketing and media publicity; conceptualize event and program approaches; plan use of facilities, allocate resources, and execute complex events; meet deadlines, organize numerous tasks, and make public presentations; resolve disputes within guidelines or as directed; maintain records and prepare reports; supervise and train subordinates; communicate effectively both written and verbal, and establish and maintain cooperative working relationships with the general public, department heads, elected officials, media, and co-workers.

2. FREEDOM TO ACT.

The supervisor sets overall objectives and resources available. The employee is responsible for independently planning, designing, and carrying out programs, projects, studies or other work. The employee is responsible for planning and carrying out the assignment, resolving most of the conflicts that arise, coordinating the work with others as necessary, and interpreting policy on own initiative, in terms of established objectives. In some assignments, the employee also determines the approach to be taken and the methodology to be used. The employee keeps the supervisor informed of progress and potentially controversial matters. Completed work is reviewed only from an overall standpoint in terms of feasibility, compatibility with other work, or effectiveness in meeting requirements or expected results.

3. GUIDELINES AND JUDGMENT.

Administrative policies and precedents are applicable but are stated in general terms. Guidelines for performing the work are scarce or of limited use. The employee uses initiative and resourcefulness in deviating from traditional methods or researching trends and patterns to develop new methods, criteria, or proposed new policies.

4. PHYSICAL DEMANDS.

The work is sedentary. Typically, the employee sits comfortably to do the work. There may be some walking, standing, bending, carrying of light items. Occasional mobility in indoor and outdoor environments to monitor activities, lifting, carrying, pushing or pulling of moderately heavy objects, averaging up to twenty- five (25) pounds. Must be able to reliably and consistently move between work-related sites in the County.

5. WORK ENVIRONMENT.

The environment involves everyday risks or discomforts that require normal safety precautions typical of such places as offices, residences, commercial vehicles. The work area is adequately lighted, heated, and ventilated.

6. SUPERVISORY RESPONSIBILITY.

Supervises supervisors; plans overall work objectives; establishes department goals and objectives; coordinates diverse work activities and programs; budgets and allocates resources; measures performance against goals and objectives.

A majority of the work involves directing administrative or professional work; and planning and implementing change to meet customer expectations and strategic goals for the immediate organizational unit.

The directed work requires the supervisor to identify and analyze internal program and policy issues affecting the immediate organizational unit and to develop recommended solutions.

Work results impact essential support operations for technical, professional, or administrative functions, or delivery of products or services to customers.

V. EMPLOYEE ACKNOWLEDGEMENT:

I have read my Job Description and understand my assigned responsibilities, and have been given a copy of this Job Description. I have also received a copy of the Personnel Policies and Procedures Handbook, and understand that I am responsible for reading and following all relevant policies and procedures outlined in it. I also certify by my signature below that I am able to perform the essential functions of this Job Description with or without reasonable accommodation.

Accepted by: _____

Date: _____