

**DOÑA ANA COUNTY
JOB DESCRIPTION**

POSITION TITLE: Director, Public Information and Special Projects		PAY GRADE: 96
DEPARTMENT: Public Information	FLSA: <input checked="" type="checkbox"/> Exempt <input type="checkbox"/> Non-Exempt	
REPORTS TO: Assistant County Manager - Administration	LEAD: <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	
BARGAINING UNIT: N/A	SUPERVISOR: <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	
APPROVED: <u><i>V. S. Belkida</i></u> Department Head/Elected Official		<u>02/13/17</u> Date
<u><i>Deborah J. ...</i></u> Human Resources Director		<u>2/13/17</u> Date

I. PURPOSE SUMMARY. Under the general supervision of the Assistant County Manager - Administration, is responsible for administering and managing public relations and special projects as assigned by county management on behalf of Doña Ana County.

II. ESSENTIAL DUTIES. (A position may not include all of the duties listed, nor do the listed examples include all of the duties which may be found in a position of the class. 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).

Oversees long-range Public Information planning and direction for the County. Provides written and oral presentations on operational and long-range planning to all levels of the organization.

Analyzes and coordinates Public Information strategy, policies and procedures.

Provide information to departments for departmental planning and operation.

Monitors Public Information departmental expenditures to ensure department operates within budget while meeting the goals and objectives.

Participates as a member of the County's management team. Coordinates with other departments to integrate projects of mutual concern. Provides input to senior staff to improve the level and quality of services.

Composes, develops and distributes public announcements; prepares and delivers news releases, brochures and other promotional materials; writes speeches, special reports, letters, press releases, opinion-editorial features, briefings, correspondence, monthly newsletter, daily media round-up, and radio and print advertising.

Organizes and maintains archives and referenced materials; arranges press conferences, radio, TV, and newspaper interviews, talk shows, public hearings, and public speaking engagements for County Commissioners and County Officials.

Promotes services through various media including news releases, flyers, posters, television spots and other venues; participates in public meetings, civic organizations, schools, business, and other government and non-government entities.

Serves as a liaison to community groups and organizations.

Acts as county spokesperson and serves as liaison between department staff and the media. Manages and responds to news media and customer inquiries, comments, and complaints. Researches, resolves and mediates public complaints and disputes.

Coordinates media coverage of special events; provides requested information as appropriate and in accordance with Freedom of Information protocols.

Develops and implements special events designed to promote new and existing county services and programs.

Oversees the design and layout of in-house and outsourced promotional instructional and advertising materials, including graphics and signage; cultivates.

Maintains relations with local, state and federal agencies, the media, and the general public; performs proof reading and editing of documents and publications.

Conducts research through surveys and other means to assess county and community needs and evaluate the effectiveness of such programs.

Publicizes and markets approved special events by preparing print and broadcast media documents and program.

Develops various public and private media contacts, identifies participants and conducts on-air radio interviews. Prepares and hosts regular and periodic public service radio and television programs as required.

Purchases advertising for approved events.

Prepares and delivers presentations to a variety of groups; speaks at public and private association gatherings.

Develops and implements approved programs or special events.

Plans, organizes, implements, directs, and conducts various assigned programs and special events to meet the needs and interests of participants and targeted groups.

Monitors event execution; schedules and implements the use of facilities, materials and necessary equipment.

Supervises assigned personnel and manages budget; schedules, assigns and sets standards for work of subordinates

Evaluates subordinates work performance.

III. ADDITIONAL DUTIES. Other duties may be 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

B. Experience. Minimum of eight (8) years of progressively responsible HR experience. Minimum of four (4) years of professional public information, marketing, or customer relations program experience. Bilingual (English/Spanish) preferred.

C. Education/Experience substitution. N/A

D. Licenses/Certifications.

E. Other (e.g., post-offer medical exam, polygraph, background check, driver's license record, etc.). Must have valid driver's license and maintaining a satisfactory driving record

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

Mastery of a professional or administrative field to: (a) apply experimental theories and new developments to problems not susceptible to treatment by accepted methods; or (b) make decisions or commendations significantly changing, interpreting, or developing important public policies or programs.

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.

Responsible for knowing and abiding by all department and county policies and procedures.

2. FREEDOM TO ACT.

The supervisor provides administrative direction with assignments in terms of broadly defined missions or functions. The employee is responsible for independently planning, designing, and carrying out programs, projects, studies or other work. Results of work are considered technically authoritative and normally accepted without significant change. If work should be reviewed, the review concerns such matters as fulfillment of objectives, effect of advice, and influence over all program/department, or the contribution to the advancement of technology. Recommendations for new projects and alteration of objectives usually are evaluated for such considerations as availability of funds and other resources, broad program goals, or organizational priorities.

3. GUIDELINES AND JUDGMENT.

Guidelines are broadly stated and nonspecific; e.g., broad policy statements and basic legislation that require extensive interpretation. The employee must use judgment and ingenuity in interpreting the intent of the guides that do exist and in developing applications to specific areas of work. Frequently, the employee is recognized as a technical authority in the development and interpretation of guidelines

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 fifty (50) pounds.

5. WORK ENVIRONMENT.

The work environment involves high risks with exposure to potentially dangerous situations or unusual environmental stress that require a range of safety and other precautions.

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, investigative, or professional work or complex technical or protective 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.

Decisions made by the supervisor typically involve assessing unusual circumstances, variations in approach, and incomplete or conflicting data.

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: _____
Employee *Date*