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FLSA: Exempt  
EEO: 2

## **PUBLIC INFORMATION OFFICER**

### **CLASS CHARACTERISTICS**

Under direction, to plan, organize and produce public and media information and communications to increase citizen awareness, understanding and involvement in County programs, activities, opportunities and resources; and to do other work as required.

### **DISTINGUISHING CHARACTERISTICS**

The Department of Public and Government Affairs (PGA) coordinates public information and intergovernmental relations by disseminating information and promoting communication between the County and the media, business groups, citizen groups and the public. PGA represents the County in policy formulation and coordination of intergovernmental issues with federal, state and local legislatures and governments, and facilitates public involvement and participation in the County's public policy and decision-making process. PGA coordinates these duties through its divisions: Cable Communications, Government Affairs and Public Affairs.

The Public Information Officer writes, edits, and/or disseminates all County media materials, including press releases and supporting materials. Incumbents participate as team members in originating communication ideas based on the needs of the public, Board of County Commissioners (BCC), County Administrator and employees, and serve as the initial resource to the public in contacting the County and its departments. Incumbents may have an external or internal focus, but will work closely with the County Administrator and Board of County Commissioners to identify and disseminate information. Within the Sheriff's Office, the Public Information Officer works closely with the Sheriff and the Sheriff's executive team.

The Public Information Officer differs from positions in the Community Relations Specialist classification series, which are primarily responsible to assist County departments in implementing effective communications strategies and programs to enhance citizen involvement, communicate effectively with the Board of County Commissioners on department issues and opportunities, and coordinate citizen involvement services with PGA.

### **TYPICAL TASKS**

Duties may include but are not limited to the following:

1. Establish and maintain positive relations with media by providing accurate and timely information about the County and/or the Clackamas County Sheriff's Office; monitor and report on media stories involving the County and Sheriff's Office; provide public and media

relations counsel and advice to County staff; educate and assist County personnel in working effectively with the media.

2. Develop and maintain cooperative working relationships with County departments and divisions, and/or other jurisdictions related to media issues; consult with County departments and divisions in the development of new communications and outreach activities; assist departments or divisions in development of marketing programs; provide advice on messaging of County projects in order to align department goals and objectives with countywide standards.
3. Attend Board of County Commissioners meetings and track Board's strategic priorities and initiatives; identify pressing topics in need of Public and Government Affairs Department support; provide oversight of messaging for cross-departmental initiatives; within the Sheriff's Office, attend Sheriff's Office meetings and work in coordination with the Sheriff's Executive team
4. Prepare and distribute informational materials such as media releases, fact sheets, annual reports, speeches, or public service announcements; review, coordinate and disseminate internal and/or external County or Sheriff's Office communications.
5. Act as public information officer for the County or Sheriff's Office during internal and/or external emergency and non-emergency situations; participates as a member of the Situation Assessment Team and works with the Emergency Operations Center during times of crisis; oversee use of the emergency information hotline, participate in regional emergency preparedness awareness efforts.
6. Act as County or Sheriff's Office spokesperson and/or representative of the County and department at conferences and meetings.
7. Within the Sheriff's Office, leads the work of staff performing public relations activities; assigns and reviews work; provides input for performance evaluations; recommends disciplinary action.

### **REQUIRED KNOWLEDGE AND SKILLS**

Thorough knowledge of: Principles and practices of public administration, including public policy decision-making processes; principles and techniques of public relations; methods and techniques of broadcast and print media; English grammar and composition.

Working knowledge of: Organization and operation of County and other levels of government; community organizations and service providers involved in the delivery of public service programs; business management; principles of local government processes; standard office equipment, including computer systems and software programs such as word processing, spreadsheets, PowerPoint, and internet applications.

Skill to: Communicate effectively, both orally and in writing; prepare and deliver written and oral presentations to individuals, small groups and large audiences; identify and respond to politically sensitive issues; analyze and evaluate public relations issues; generate positive and fair media coverage of County issues even during incidents of negative exposure; promote and maintain effective relationships with the public, the media, community and business leaders, and public officials; work effectively with County personnel and other jurisdictions to develop

strategies to deal with changing informational needs and desires of the community and media; design and write promotional and informational materials; develop effective informational campaigns for a host of issues; effectively develop and utilize program and community resources; collect, evaluate and analyze data; translate technical material into commonly understood language; analyze problems, identify alternative solutions, project consequences of proposed actions and implement recommendations in support of County goals; operate computers systems, software programs and video production equipment.

### **WORKING CONDITIONS**

Must be available for 24-hour on-call response to perform incident management functions and related duties during an emergency.

### **MINIMUM QUALIFICATIONS**

Minimum qualifications are used as a guide for establishing the minimum experience, education, licensure, and/or certifications required for employment in the classification. The following minimum qualifications are established for this classification. Additional minimum qualifications and special conditions may apply to a specific position within this classification and will be stated on the job announcement.

**Experience:** A minimum of six (6) years of related experience that would provide the required knowledge and skills to perform the responsibilities of this position.

**Licenses/Certifications:** None Required.

### **PRE-EMPLOYMENT REQUIREMENTS**

Positions within the Sheriff's Office must successfully pass an extensive background investigation which will include national fingerprint records check.

Positions within the Sheriff's Office must pass a pre-employment drug test.

Driving is required for County business on a regular basis or to accomplish work. Incumbents must possess a valid driver's license, and possess and maintain an acceptable driving record throughout the course of employment.