



JOB DESCRIPTION

JOB TITLE: Public Information Officer
FLSA STATUS: Exempt
REPORTS TO: District Manager
GRADE LEVEL: 13
SALARY RANGE: \$68,647 - \$87,929
HIRING RANGE: DOE

ESSENTIAL FUNCTIONS:

The Public Information Officer is responsible for the development of a pro-active and strategic communications plan, public relations, community outreach, and the growth and maintenance of media relations, as well as assisting with writing and production of District newsletters, brochures, speeches, and other materials; content management of the District's website; implementing public outreach programs; undertaking research for a variety of public affairs projects; executing media relations responsibilities and responding to public information inquiries. It is essential to think strategically and creatively, to communicate across disciplines for problem solving, to develop innovative solutions, to manage a heavy workload by setting priorities, and to work effectively in a fast-paced environment.

POSITION SPECIFIC RESPONSIBILITIES:

- Serve as the District spokesperson on media inquiries.
- Develop and execute District's media relations strategy, including the maintenance of relationships with local, regional, and national press contacts.
- Implement District's strategic communications plan.
- Research, write, and coordinate all production tasks associated with publication of agency newsletters and electronic publications, articles, speeches, and other written materials.
- Continually improve and help to manage the District's website by overseeing posting of new items.
- Develop public recognition programs and community outreach plans, as appropriate.
- Undertake necessary research and respond to a variety of requests for information from the public, media, and stakeholder organizations.
- Prepare presentations as needed by the District Manager and other staff.
- Represent the agency at community events and other appropriate occasions.
- Maintain social media strategy and assist with postings.
- Perform other duties and tasks, as assigned.

KNOWLEDGE/SKILLS:

- Bachelor's Degree in journalism, communications, public relations, public affairs, English, or closely related field. An equivalent combination of related education and experience may be considered.
- Minimum of five years recent experience in the media or public relations/public affairs fields.
- Experience in social, political, economic, environmental, and related issues influencing local government functions and activities.
- Excellent journalistic writing skills.
- Experience in producing publications and working with graphic designers.
- Experience with facilitating meetings and working in collaborative processes.
- Strong presentation skills and professional public persona.
- Must possess or have the ability to obtain a driver's license valid in the State of California or Nevada and the ability to safely operate a motor vehicle.
- Must maintain personal automobile liability insurance on vehicle used to perform job duties for the District of at least \$50,000 / \$100,000 and \$50,000 property damage, or such other amount that policies may require in the future. The District reimburses for business travel mileage.
- Contract and project management.
- Knowledge and experience with representative surveys like polls and crosstab data analysis, focus group research, and their use in communication plan development and execution is highly desirable.

ABILITIES:

- Strong interpersonal skills, including public speaking, listening, and interpretive skills.
- Excellent organizational skills with the ability to multi-task effectively.
- Communicate effectively, orally and in writing, with elected officials, employees, media, consultants, other governmental agency representatives, City officials and the public.
- Ability to translate reports and studies into layman's terms and communicate to the public.
- High level of integrity and dependability with a strong sense of urgency and results-orientation.
- Excellent customer service focus for internal and external customers, whose personal style enables him/her to become a part of the close-knit, team-orientated staff.
- Bringing creativity and innovation to the organization is highly valued. A collaborative and participative approach, commitment to diversity, and strong traditional administrative abilities are necessary.
- Ability to work effectively with a variety of community stakeholder groups with diverse and sometimes conflicting interests.
- Appropriately handle sensitive, political, and confidential information.
- Interpret and apply District policies, procedures, rules, and regulations.

WORKING CONDITIONS/PHYSICAL EFFORT:

Work is performed in a typical office environment. Requires the ability to sit at a desk for long periods of time and intermittently walk, stand, stoop, kneel, crouch, and reach while performing office duties; lift and/or move light weights; use hands to finger, handle or feel objects, tools or controls. Must be able to maintain effective audio-visual discrimination and perception needed for making observations, communicating with others, reading, and writing, and operating office equipment. Must be able to use a telephone to communicate verbally and a keyboard to

communicate through written means, to review information and enter/retrieve data, to see and read characters on a computer screen.

BENEFITS:

District employees receive vacation and employee medical, dental, vision, life insurance and short-term disability. The District contributes 8% of employee compensation into a Social Security replacement plan and 4% of employee compensation into a retirement plan. The employee can contribute voluntarily to a 457(b) deferred compensation plan.

APPLICATION PROCEDURE:

Any qualified person interested in this position should submit their resume and application to DeDe Aspero, Tahoe Transportation District, P. O. Box 499, Zephyr Cove, Nevada 89448 or email to daspero@tahoetransportation.org.