

DIRECTOR, PUBLIC INFORMATION AND OUTREACH

Administers the Public Information and Outreach Center which involves project coordination and prioritization, budget development and accountability, public relations planning and strategy development.

CLASSIFICATION DISTINCTIONS

This is a management level position within the public information job family. The incumbent works under broad direction and exercises considerable judgment in applying public relations principles.

KEY OR TYPICAL TASKS AND RESPONSIBILITIES:

- Create themes and concepts for public information projects; evaluate effectiveness of programs and activities.
- Review requests for service, evaluating scope and impact, assign projects to staff members.
- Define the structure and orientation of the Public Information and Outreach Center; develop goals and objectives; develop and monitor budget.
- Assist departments in determining publication formats to inform the public of the goals and directions of the department.
- Coordinate major communications efforts which may include newsletters, booklets, direct mail pieces, large-scale advertising, videos, and displays of a complicated nature.
- Create County wide standards for publication materials.
- Establish and maintain a high level of knowledge about all activities within the County to insure that plans and projects are relevant and responsive to County needs.
- Procure bids and develop contracts for consultative services. Coordinate public information efforts with outside advertising consultants.
- Perform related duties as assigned.

QUALIFICATIONS

- A Bachelor's Degree with major course work in journalism, public relations, communications, or a related field and three to five years of professional public relations experience. Public Sector experience is preferred.

- Any combination of experience and training that would provide the required knowledge, skills, and abilities will be considered.

Knowledge of....public information program development; effective methods of presenting facts and information.

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Office use: 6/20/00