



Classification Specification

PUBLIC INFORMATION OFFICER

Job Code: 39135 Salary Grade: 21 Salary Range: \$57,690-\$89,421 FLSA: Exempt

Purpose of Classification:

The purpose of this classification is to manage internal and external communications for an assigned department.

Essential Functions:

The following duties are normal for this position. The omission of specific statements of the duties does not exclude them from the classification if the work is similar, related, or a logical assignment for this classification. Other duties may be required and assigned.

Supervises and manages interaction with news media; responds to news media directly, or advises employees on responses; attends events where media is present to ensure fair and accurate coverage; writes or edits news releases; represents department as a spokesperson; and monitors news for impacts.

Supervises and manages interaction with public; responds to public inquiries; manages ongoing interactions such as complaints or ombudsman work; and ensures department projects the desired image to the public.

Creates print and online content; produces and publishes content for newsletters, brochures, flyers; monitors and creates content for social media and the department website; takes photos of staff and events; and writes or edits official department announcements, speeches, or formal letters.

Arranges and promotes outreach events; secures locations, dates, and sponsorship needed for community outreach events; plans activities and materials for events; recruits and supervises event volunteers; and coordinates staff and materials needed.

Minimum Qualifications:

Bachelor's Degree in Journalism, Public Relations, or Communication; seven years of progressively responsible experience in public relations or communications; or any equivalent combination of education, training, and experience which provides the requisite knowledge, skills, and abilities for this job.

Specific License or Certification Required: Must possess and maintain a valid Georgia driver's license.

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Performance Aptitudes:

Data Utilization: Requires the ability to coordinate, manage, and/or correlate data. Includes exercising judgment in determining time, place and/or sequence of operations, referencing data analyses to determine necessity for revision of organizational components, and in the formulation of operational strategy.

Human Interaction: Requires the ability to work with others to coordinate the more complex programs and more complex problems associated with the responsibilities of the job. Often represents the department and/or organization when dealing with others.

Equipment, Machinery, Tools, and Materials Utilization: Requires the ability to operate, maneuver and/or control the actions of equipment, machinery, tools, and/or materials used in performing essential functions..

Verbal Aptitude: Requires the ability to utilize a wide variety of reference, descriptive, advisory and/or design data and information.

Mathematical Aptitude: Requires the ability to perform addition, subtraction, multiplication, and division; the ability to calculate decimals and percentages; the ability to utilize principles of fractions; and the ability to interpret graphs.

Functional Reasoning: Requires the ability to apply principles of influence systems, such as motivation, incentive, and leadership, and to exercise independent judgment to apply facts and principles for developing approaches and techniques to resolve problems.

Situational Reasoning: Requires the ability to exercise judgment, decisiveness and creativity in situations involving broader aspects of organizational programs and operations, moderately unstable situations, or the direction, control and planning of an entire program or set of programs.

ADA Compliance:

Physical Ability: Tasks require the ability to exert light physical effort in sedentary to light work, but which may involve some lifting, carrying, pushing and/or pulling of objects and materials of light weight (5-10 pounds). Tasks may involve extended periods of time at a keyboard or work station.

Sensory Requirements: Some tasks require the ability to perceive and discriminate colors or shades of colors, sounds, and visual cues or signals. Some tasks require the ability to communicate orally.

Environmental Factors: Essential functions are regularly performed without exposure to adverse environmental conditions.

DeKalb County is an Equal Opportunity Employer. In compliance with the Americans with Disabilities Act, the County will provide reasonable accommodations to qualified individuals with disabilities and encourages both prospective and current employees to discuss potential accommodations with the employer.