



BOONE COUNTY JOB DESCRIPTION

JOB TITLE: <u>Public Information Officer</u>	NEW: <u>X</u>	REVISED: <u> </u> <small>(Please check one)</small>
REPORTS TO: <u>Presiding Commissioner</u>	FLSA: <u>Exempt</u>	DATE: <u>10/11</u>
DEPARTMENT: <u>Commission Officer</u>	JOB CODE: 203	

DEFINITIONS:

With limited supervision, researches media for relevant articles or interviews and for opportunities to place articles about the County and its accomplishments. Coordinates with county departments and officials to effectively communicate county business and activities to citizens, neighborhoods and public.

ESSENTIAL FUNCTIONS:

Research opportunities to place articles about the county and its accomplishments in various media. Researches media outlets for relevant articles or interviews. Researches and prepares reports and presentations for the Commission. Facilitates research, development, review and editing of grant proposals. Conducts research for potential funding sources.

Coordinates with county departments and officials to effectively communicate county business and activities to citizens and media. Writes, edits and promotes weekly internal and external e-newsletter. Coordinates monthly internal and external e-newsletter. Coordinates and prepares materials for special events, such as the Legislative luncheon, Mature Living Festival, Boone County Fair ad book, etc.

Develops and implements special communications vehicles designed to educate the public about programs, policies and practices of county government.

Provides back up secretarial, administrative and customer service support for the Commission Office.

Educates internally and externally about communication tools and processes.

KNOWLEDGE AND SKILL:

1. Knowledge of principles, methods and practices involved in presenting information through public news media or other publications.
2. Knowledge of English grammar, various communication media uses, format requirements, audiences, etc.
3. Knowledge of research methods and practices.
4. Knowledge of federal and state grant guidelines a plus.
5. Knowledge of community resources and organizations.
6. Skill in effective writing for publication purposes.
7. Skill in establishing and maintaining cooperative working relationships with other employees, departments, representatives from the media, civic groups and public.
8. Ability to conduct research and to prepare analyses and reports.
9. Ability to compose and produce a variety of informational materials for release to media or publications.
10. Ability to communicate complex ideas effectively both orally and in writing.
11. Ability to make presentations to special interest groups, employee groups and the general public.

MINIMUM QUALIFICATIONS:

Bachelor's degree in English, Journalism, Public Relations, Marketing or related field and one year of experience involving public relations and writing for publications; or an equivalent combination of education and experience. Excellent demonstrated work history.

APPROVALS:

Department Director: _____ Date: _____
(signature)

HR Director: _____ Date: _____
(signature)