



Public Information Specialist

Class Code:
4950

Bargaining Unit: Miscellaneous

COUNTY OF SISKIYOU
Established Date: Jan 30, 2023
Revision Date: Feb 14, 2023

SALARY RANGE

\$23.00 - \$28.66 Hourly
\$1,840.00 - \$2,292.80 Biweekly
\$3,986.67 - \$4,967.73 Monthly
\$47,840.00 - \$59,612.80 Annually

DESCRIPTION:

The County of Siskiyou is an Affirmative Action/Equal Opportunity Employer.

We welcome applicants of any race, religion or ancestry.

For exact salary information please refer to the current salary schedule. [County Website](#)

General Statement of Duties:

Under general supervision, provides support to senior management staff in the Department with public information/relations activities; responds to public records requests; coordinates public information activities; makes recommendations; develops and implements public relations materials using the full spectrum of traditional media and modern social media venues; performs related work as assigned.

Distinguishing Characteristics:

The Public Information Specialist differs from the Public Information Officer as this classification works at the department level, under general direction, and exercising independent judgment, the incumbent in this position will have responsibility for researching and preparing official responses for public record act requests, establishing and coordinating relations between the department and news media, and designing, developing and preparing public information materials using both traditional media and the full spectrum of modern social media. Additionally, the Public Information Specialist will serve as the assigned department's community liaison and will assist as a point of contact during a critical incident or declared disaster.

Reports to:

Department Head or designee

Classifications Supervised:

None

EXAMPLES OF DUTIES:

Examples of Duties:

- Develops and implements the department's public relations operations using the full spectrum of both traditional media and modern social media.
- Receives requests for information under the Public Records Act; works with County Counsel, as necessary, to determine suitability of records as subject for disclosure.
- Coordinates with appropriate divisions and obtains, organizes and reviews requested information; determines time frames for response.
- Drafts and prepares official response to public records requests for management signature.
- Establishes and develops positive working relationships with news media, civic organizations and other community groups.
- Receives inquiries from media representatives regarding department business and activities; performs necessary research and formulates responses; provides draft responses for management review as necessary.
- Gathers and prepares information regarding department business and activities for news release to media; contacts appropriate media representatives and arranges for news release.
- Composes text for brochures, publications, social media and other written or visual media materials; designs and coordinates production of such materials and distributes accordingly.
- Participates in disaster preparedness activities, meetings, and drills.
- Assists the Public Information Officer in preparing standard information releases for use in emergencies or disasters; maintains related systems, logs and files.
- Responds/reports to Emergency Operations Center in the event of emergencies or disasters and assists Public Information Officer in acquiring, organizing and delivering risk communications and information.
- Assists department management staff in preparing public presentations.
- Recommends policies and procedures pertaining to assigned responsibilities.
- Prepares correspondence, reports and other documents; maintains records.
- May represent the department before civic and community groups in disseminating public information; may arrange and conduct tours.
- Performs related duties as assigned.

Desired Skills:

- Planning and managing media relations. Coordinates outreach and public information programs/projects.
- Designing, preparing and distributing brochures, publications and/or other written or visual media material.
- Developing and recommending creative ideas to enhance public outreach and delivery of information.
- Speaking and writing effectively, including making group presentations.
- Using modern business and social media related venues and applications.
- Exercising sound independent judgment within established guidelines.

- Establishing and maintaining effective working relationships with media representatives and others contacted in the course of work.

Knowledge of:

- Applicable laws and regulations related to freedom of information and public records requests.
- Basic organization and functions of an office.
- Principles, practices and methods of public and media relations and marketing strategies and techniques, including traditional media and modern social media outlets.
- Graphic design methods and use of current design and publication software.
- Principles and practices of project management.
- Journalistic research and writing methods.
- Current business software applications and web-based communications.

TYPICAL QUALIFICATIONS:

Training and Experience:

Any combination of training or experience that would provide the knowledge and skills to successfully perform the listed duties is qualifying. A typical way, but not required, to obtain the required knowledge and skills would be:

- Four years of increasingly responsible customer service experience in a media communication/public information setting and training equivalent to completion of the twelfth grade supplemented by 60 units of college level course work in communications, media, marketing, or a related field.
- Bachelor's degree in communications or marketing is highly desirable.

Special Requirements:

- Possession of, and ability to maintain, a valid drivers license.
- Must be willing to work after hours, weekends, and holidays during a critical event or declared disaster.
- Incumbents may be required to pass background dependent on department placement.

SUPPLEMENTAL INFORMATION:

Typical Working Conditions:

Ability to work in a standard office environment; some exposure to cold, heat, noise, outdoors, and confining work space. Depending on the department assignment, some work may involve potentially dangerous situations and exposure to disturbing or traumatic events. Work involves situations where an employee may encounter persons who may become physically

violent or combative. The employee may be required to travel to locations other than assigned work site and to adjust to work schedule changes and requirements to work extended hours.