



## Village of Palmetto Bay

### Position Description

**POSITION POSTING DATE:** WEDNESDAY, SEPTEMBER 30, 2015

**POSITION CLOSING DATE:** WEDNESDAY, OCTOBER 7, 2015

No applications will be accepted after 5:00 p.m. (local time) on the closing date.

**POSITION TITLE:** Public Information Officer (PIO)

**FUNCTIONAL AREA:** Human Resources

**PAY GRADE:** PG 20

**PAY RANGE:** Minimum: \$19.86 Hourly

Maximum: \$31.78 Hourly

**CLASSIFICATION:** Full-Time; Non-Exempt

**APPROVED/UPDATED:** Aug. 2015/ Aug. 2015

#### **General Purpose:**

Position is responsible for journalistic and public relations work, which involves writing and editing public relations and public information material for or about the Village of Palmetto Bay, including special events and services. Also prepares and uploads material for the Village's television station and website. Work is performed applying journalistic and public relations practices and techniques, exercising independent judgment and discretion. This individual may act as the official host for Village events, when authorized by the Department Director.

#### **Supervision Received and Exercised**

Works under the direction and general supervision of the Human Resources Director or designee.

#### **Essential Duties and Responsibilities**

- ◆ Researches, writes and edits accurate, meaningful and readable material for Village news releases, publications, website, and television program.
- ◆ Assists in creating, managing and maintaining media platforms, including social media and Internet.
- ◆ Assists in developing a comprehensive public information and public outreach program.
- ◆ Arranges newspaper, television and radio news coverage and interviews.
- ◆ Pitches story ideas to news media, when approved by the Department Director.
- ◆ Attends meetings and events, as required, to photograph and gather information for news stories.
- ◆ Develops newsletters, brochures, calendars, pamphlets and other related materials; selects artwork, completes the editing and layout, and coordinates promotion and distribution.
- ◆ May be assigned special community relations projects by the Department Director or designee.
- ◆ Develops and coordinates marketing strategies.
- ◆ Responds to media, public, and outside agency inquiries and requests for information concerning the Village's operations, programs and activities.
- ◆ May serve as the official host for Village events, when directed by the Department Director.
- ◆ Prepares and submits reports and studies as requested by the Department Director.
- ◆ Performs additional related duties as necessary.



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#### **Minimum Qualifications**

##### Education & Experience

- ♦ A Bachelor's Degree in Journalism, Marketing, Communications, Broadcast Media, Public Administration or related field from an accredited college.
- ♦ A minimum of two (2) years prior work experience in journalism and/or public relations; broadcasting experience a plus.
- ♦ Must hold a valid Florida Driver's License.

##### Other Required Competencies:

- ♦ Computer proficiency and familiarity with website management and content design.
- ♦ Skill in the use of photography and video equipment.
- ♦ Proficiency in oral and written communications. Bilingual (English/Spanish) preferred.
- ♦ Organizational and management skills and experience.
- ♦ Creative ability to produce graphic designs.
- ♦ Ability to maintain effective and courteous working relationships with the local media, general public, co-workers, and elected officials.
- ♦ Ability to maintain high ethical and professional standards.
- ♦ Position requires working evenings, weekends, and some holidays.

##### Working Conditions and Physical Factors:

- ♦ Work is primarily performed indoors in an office environment, but may also periodically work outdoors on special assignments in different climate conditions with full exposure to the elements.
- ♦ Requires the physical capability and sensory skills to effectively use and operate various office equipment, including a desktop and/or laptop computer, calculator, copier, fax machine, telephone, etc...
- ♦ May require bending, twisting, walking, climbing, reaching, carrying, kneeling, crawling, standing, pushing or pulling; may also walk on slippery and/or uneven surfaces.
- ♦ Specific vision abilities required by this job include distance vision, peripheral vision, and depth perception.
- ♦ Must be able to hear clearly even in a noisy environment.

**The minimum requirements may be waived by the Village Manager. The Village of Palmetto Bay reserves the right to update and/or change this job description at any time. The Village of Palmetto Bay is an Equal Employment Opportunity Employer and Drug-free Workplace.**

**Once a conditional offer has been made, selected applicants are required to complete all requisites established by the Village for employment, which may include verification of employment, a national criminal background check, a review of the applicant's driving record, and a drug/alcohol test.**