



Village of Palmetto Bay

Position Description

POSITION POSTING DATE: WEDNESDAY, JANUARY 5, 2022

POSITION CLOSING DATE: EXTENDED TO WEDNESDAY, JANUARY 26, 2022

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

POSITION TITLE:	Public Information Officer (PIO)
FUNCTIONAL AREA:	Human Resources & Communications Department
PAY GRADE:	PG 20
PAY RANGE:	Min.: \$21.18 Hourly/\$44,054.40 Annually Max.: \$33.88 Hourly/\$70,470.40 Annually
CLASSIFICATION:	Full-Time; Exempt
APPROVED/UPDATED:	Aug. 2015/April 2018/December 2021

General Purpose

Position is responsible for journalistic and public relations work, which involves research, writing and editing public relations and public information material for or about the Village of Palmetto Bay, including the creation of promotional campaigns and the implementation of marketing strategies for community events, public meetings of interest and Village initiatives. Also prepares and uploads material for the Village's television station, Village website and social media channels.

Supervision Received and Exercised

Works under the general supervision of the HR & Communications Director or designee. Applies journalistic and public relations practices and techniques, exercising a great deal of independent judgment and discretion.

Essential Duties and Responsibilities

- ◆ Researches, writes and edits accurate, meaningful and readable material for Village news releases, press releases, publications, website, and public television programming.
- ◆ Prepares, produces and/or edits programming and content to populate the Village's public television station and other media channels; uploads appropriate content and regularly updates programming schedule; may serve as the anchor for the village's televised news segments.
- ◆ Works with the local media to develop relations and generate positive news coverage of the Village; arranges newspaper, television and radio news coverage and interviews for the Village spokesperson and/or applicable personnel.
- ◆ Stays abreast of all matters of importance to Village residents and disseminates information to the media and the general public, as directed by the Department Director.
- ◆ Manages and maintains media platforms, including social media, website and local television station with information is relevant, easily accessible and up to date.
- ◆ Develops and coordinates promotional campaigns for new Village initiatives and services, town halls, public meetings of interest, community events, etc..., to include the creation of promotional materials and/or procurement of supplies.
- ◆ Develops and implements marketing strategies; assisting other Village departments when directed.
- ◆ Attends Village and other public meetings and events, as required, in order to produce news and stories for the Village; may serve as the official host for Village events.



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- ◆ Manages AV system during Village meetings for live broadcasting on various media as applicable and after meetings for on-demand viewing; ensures the system is being properly maintained. Works with IT staff to monitor system functions and order upgrades and maintenance when necessary.
- ◆ Prepares and submits metric, analysis and other such reports and studies regularly and also when requested by the department director to assess public engagement and reliability of the type of media that is being employed for public outreach.
- ◆ Ensures that information disseminated to the media and/or to the general public is accurate and relevant.
- ◆ Monitors relative departmental expenditures and processes purchase orders and invoices; assists in the preparation of the departmental budget
- ◆ Assists other departmental staff with special projects when necessary.
- ◆ Performs other related duties as necessary.
- ◆ May be required to work evenings and weekends to cover public meetings, events and programs related to Village operations.

Minimum Qualifications

Education & Experience

- ◆ A Bachelor's Degree in Journalism, Marketing, Communications, and Broadcast Media or related field from an accredited college.
- ◆ A minimum of five (5) years prior work experience in journalism and/or public relations; broadcasting experience a plus.
- ◆ Prior experience working in a government setting preferred.
- ◆ 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.
- ◆ Remains informed of cutting edge technologies and advancements in the media
- ◆ 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.
- ◆ Must be prepared and available to work during a hurricane in the Village's Emergency Operations Center
- ◆ 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.



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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.

HR Approval: _____ Dept. Director Approval: _____ Village Manager Approval: _____

Date Approved By the Village Manager: _____