

R031516d

**A RESOLUTION OF THE NEWTON COUNTY BOARD
OF COMMISSIONERS APPROVING AMENDMENT OF THE NEWTON COUNTY
CLASSIFICATION PLAN TO ESTABLISH A NEW
CLASSIFICATION TITLE PUBLIC INFORMATION OFFICER**

WHEREAS, on March 1, 2016 the Newton County Board of Commissioners voted to authorize the creation of a Public Information Officer position that shall directly report to the County Manager; and

WHEREAS, the Human Resources Director is responsible for recommending new classes of positions to be established as necessary for the maintenance of the Position Classification Plan and has performed a Job Analysis in accordance with Par. 6.104 of the Newton County At Will Employee Personnel Policy to develop a new Job Description for the Public Information Officer Title; and

WHEREAS, the Human Resources Director, in accordance with Par. 6.105 of the Newton County At Will Employee Personnel Policy, has prepared a Job Description containing a summary of the essential job functions, qualifications and other duties of the Classification Title, Public Information Officer, and such Job Description is attached hereto as "Exhibit A".

NOW, THEREFORE, BE IT RESOLVED, the Job Description for the Classification Title Public Information Officer (attached as Exhibit "A") is approved by the Board of Commissioners and the Newton County Classification Plan shall be immediately updated by the Human Resources Director to reflect the new Job Description assigned to the Classification Title Public Information Officer.

So resolved this 15 day of March 2016.

NEWTON COUNTY BOARD OF COMMISSIONERS



Keith Ellis, Chairman

Attest:


Clerk to the Board

**NEWTON COUNTY GOVERNMENT
CLASS SPECIFICATION**

CLASS TITLE:	PUBLIC INFORMATION OFFICER	JOB CODE:
DEPARTMENT:	BOC	DATE: 02012016
REPORTS TO:	COUNTY MANAGER	SAFETY SENSITIVE: NO

PURPOSE OF JOB:

Under general supervision, performs a variety of tasks related to the dissemination of information to promote the understanding of Newton County programs, services, activities, regulations, objectives, and administrative proceedings to a wide variety of audiences throughout the County, including the general public, communications and media representatives, community and civic groups, public agencies, and private organizations.

JOB RELATED REQUIREMENTS:

Regular and predictable attendance is required.
Must work cooperatively with others.
When requirements include vehicle operation, responsible for the safety, readiness and operation of the vehicle and must abide by Newton County safe driving policy.
May be required to work on religious holidays.

EMERGENCY POSITION:

This position is designated as an emergency position that requires your attendance at work under all types of emergency conditions. Some examples of emergencies include inclement weather, utility failure, fire or other forced evacuations or as determined by the Manager.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

The following duties are normal for this job. These are not to be construed as exclusive or all-inclusive. Other duties may be required and assigned.

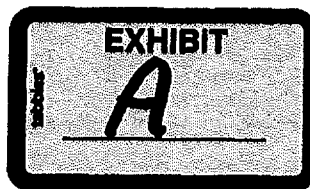
Serve as spokesperson and primary resource for Newton County information; respond orally and in writing in a timely manner, to a variety of inquiries from staff, the media or the public, providing information or directing questions to appropriate staff to promote good public/media relations and create cooperative working relationships.

Develop and update the County's public communication policies (e.g., procedures, strategies, County Communications Plan). Includes policies related to public communications on the internet and social media. This position ensures these policies are in accordance with state statutes, county ordinances, and other regulations.

Develop, edit, and verify a variety of public communications (including publications such as press releases, brochures, newsletters, and web and social media entries) to ensure accuracy, completeness and readability in those publications.

Serve as a resource in advising county staff on communication issues; including situations when unexpected or emergency events create pressing communication needs.

Appear before community groups and media to present information and materials related to the county's activities.



Arrange training for county staff in effective procedures ('best practices') for communicating with the public.

Arrange press conferences and authorize appearances or press statements from staff members by providing staff with guidelines and strategies to present message/information/issues properly.

In charge of electronic and print media relations for Newton County Board of Commissioners.

Responsible for video and audio production at Newton County events, including live broadcasts of Newton County Commissioners Court meetings and well as video production of appropriate programs within the County.

Maintain the Newton County Facebook and other social media pages.

Attends board and commission meetings to present programs or materials dealing with County activities; attend meetings to build agency morale and community support.

Facilitate a variety of special events and County activities by assisting media representatives at the event, providing information to the public and organizing an efficient method of delivering information and County services in accordance with State Statutes, County Ordinance and other regulations.

Develop, maintain, and update a variety of resource materials, files, and records, including news archives, of background information related to area of assignment.

Performs other related duties as required.

MINIMUM TRAINING AND EXPERIENCE REQUIRED TO PERFORM ESSENTIAL JOB FUNCTIONS:

Graduation from an accredited four-year college or university with major course work in a field related to the job plus three (3) years of related work experience; or an equivalent combination of education and experience as described above.

Must possess a valid driver's license.

KNOWLEDGE, SKILLS AND ABILITIES

Knowledge of Federal, State, and Local laws, ordinances governing public information requests.

Knowledge of Newton County organizational structure.

Knowledge of departmental policies, practices, and procedures, including protocol.

Ability to develop comprehensive public relations strategic plan and public information programs for Newton County.

Ability to develop and maintain cooperative and productive working relationships with local media and key figures in community groups and agency programs.

Knowledge of media resources and other forms of public outreach available in the community.

Knowledge of management information systems and emerging software programs used in the assigned area.

Skilled in interviewing and creating rapport with interview subjects.

Ability to analyze the news value of events.

Knowledge of public relations practices and strategic program development.

Knowledge of methods and techniques of video and audio production, including public access television/cable.

Skilled in planning and organizing work to meet schedules and timelines.

Knowledge of budget process and funding sources.

Knowledge of public relations program components including media relations and news related activities.

Knowledge of promotional techniques and marketing methods, including publicity materials appropriate to TV, print, radio, and other outlets.

Ability to make decisions exercising independent judgment.

Must maintain confidentiality of sensitive information.

Ability to prepare and maintain accurate and detailed records.

**(ADA) MINIMUM QUALIFICATIONS OR STANDARDS REQUIRED
TO PERFORM ESSENTIAL JOB FUNCTIONS**

PHYSICAL REQUIREMENTS: Must be physically able to operate a variety of machinery and equipment including standard office equipment, a computer terminal, and a printer. Must be able to use body members to work, move, or carry objects or materials. This position requires: walking, bending, stooping, standing, pushing, pulling, lifting, fingering, grasping, feeling, seeing, talking, hearing, and repetitive motions. Must be able to exert up to 10 pounds of force occasionally. Physical demand requirements are at levels of those for sedentary work.

DATA CONCEPTION: Requires the ability to compare and/or judge the readily observable functional, structural, or compositional characteristics (whether similar to or divergent from obvious standards) of data, people, or things.

INTERPERSONAL COMMUNICATION: Requires the ability to hear, speak and/or signal people to convey or exchange information. Includes giving assignments and/or directions to co-workers or assistants.

LANGUAGE ABILITY: Requires the ability to read a variety of legal and administrative documents and informational documentation, directions, instructions, and methods and procedures. Requires the ability to prepare legal motions and briefs, memorandums, legal opinions, ordinances, resolutions, deeds, contracts, audit letters, policy proposals, legal advertisements, and other documents using prescribed formats and conforming to all rules of punctuation, grammar, diction, and style. Requires the ability to speak to groups of people with poise, voice control, and confidence.

INTELLIGENCE: Requires the ability to learn and understand complex principles and techniques; to acquire and be able to expound on knowledge of topics related to primary occupation; and to make independent judgment in the absence of management.

VERBAL APTITUDE: Requires the ability to record and deliver information, to explain procedures, and to follow oral and written instructions. Must be able to communicate effectively and efficiently in a variety of administrative, technical, or professional languages including legal, accounting, and real estate terminology.

NUMERICAL APTITUDE: Requires the ability to utilize mathematical formulas; to add and subtract totals; to multiply and divide; to utilize and determine percentages and decimals; and to perform special computations such as discount, interest, and proportion.

FORM/SPATIAL APTITUDE: Requires the ability to inspect items for proper length, width, and shape, visually with office equipment.

MOTOR COORDINATION: Requires the ability to coordinate hands and eyes in using computers and office equipment. Requires the ability to use the keyboard, lift, bend, push, and pull objects or materials using body parts as the position necessitates.

MANUAL DEXTERITY: Requires the ability to handle a variety of items such as computers and office equipment. Must have the ability to use one hand for twisting or turning motion while coordinating the other hand with different activities. Must have minimal levels of eye/hand/foot coordination.

COLOR DISCRIMINATION: Requires the ability to differentiate between colors and shades of color.

INTERPERSONAL TEMPERAMENT: Requires the ability to deal with people beyond giving and receiving instructions. Must be adaptable to performing under considerable stress when confronted with an emergency.

PHYSICAL COMMUNICATION: Requires the ability to talk and/or hear: (Talking - expressing or exchanging ideas by means of spoken words). (Hearing - perceiving nature of sounds by ear). Must be able to communicate via telephone.

This class specification should not be interpreted as all inclusive. It is intended to identify the essential functions and requirements of this job. Incumbents may be requested to perform job-related responsibilities and tasks other than those stated in this specification. Any essential function or requirement of this class will be evaluated as necessary should an incumbent/applicant be unable to perform the function or requirement due to a disability as defined by the Americans with Disabilities Act (ADA). Reasonable accommodation for the specific disability will be made for the incumbent/applicant when possible.