

SNOHOMISH COUNTY JOB DESCRIPTION
COUNCIL PUBLIC INFORMATION OFFICER, SENIOR

Spec No. 2312

BASIC FUNCTION

Plan, organize, coordinate and implement a communications program to assist the Snohomish County Council with making information about Council activities available to the public, in keeping with the Charter requirements for a significant level of transparency and public outreach regarding the activities of the Council. Responsible for integrating all forms of outreach and communications used by the Council into a comprehensive, coordinated effort to reach the public, other government agencies and the media.

STATEMENT OF ESSENTIAL JOB DUTIES

1. Plans, facilitates, and develops comprehensive communications strategies and programs for the Council.
2. Writes and edits a wide range of communications and information materials including press releases, fact sheets, brochures, articles and newsletters.
3. Responsible for maintenance of the Council's webpage including timely dissemination of information regarding Council meetings and related activities, and information prepared by the Clerk's Office regarding agendas, minutes and voting records. Makes recommendations for website improvements and works with Council members and staff to develop content for inclusion on the webpage.
4. Arranges and coordinates press conferences, special events and informational meetings by the Council that create opportunities for public input. Makes presentations at public meetings and to various organizations, service clubs and other groups to explain Council projects and programs.
5. Develops and implements marketing/media strategies for new programs and Council initiatives.
6. Works with Council members individually and collectively on the preparation and dissemination of communications materials.

STATEMENT OF OTHER JOB DUTIES

Performs related duties as required.

MINIMUM QUALIFICATIONS

A Bachelor's degree in public relations, journalism, broadcasting, marketing or related discipline; PLUS, five (5) years of experience in a media/public relations function within a political setting. OR, any equivalent combination of training and/or experience that provides the required knowledge and abilities. Progression from Council Public Information Officer to this classification is at the sole discretion of the County Council. Must pass job related tests.

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KNOWLEDGE AND ABILITIES

- advanced professional knowledge of the principles, practices and techniques of public information, public relations and community outreach programs
- strong written and verbal communication skills including the ability to employ a variety of writing techniques that inform the public on complex legislative activity
- requires a working knowledge of media practices and of alternative methods for informing the public
- requires familiarity with privacy, public information and record retention laws, including those involving the handling of information and communications of a confidential and sensitive nature
- requires knowledge of the laws, regulations, and court decisions applicable to media relations, public involvement and communications
- extremely well-developed human relations and interpersonal skills to adapt to diverse personalities and styles, facilitate group discussions and make formal presentations
- ability to use Content Management Server (CMS) software and programs developed by the County Department of Information Services to edit and publish worldwide web pages
- ability to effectively use the Microsoft Office XP suite of applications including Word, Access, Excel, Outlook and PowerPoint as well as other common business software applications including Adobe Acrobat

SUPERVISION

The employee reports directly to the Chief of Staff and is responsible for performing work for all five Council members.

WORKING CONDITIONS

The majority of the work is performed in an office environment with occasional field trips to locations throughout the county.

Snohomish County is an Equal Employment Opportunity (EEO) employer.
Accommodations for individuals with disabilities are provided upon request.

[EEO policy and ADA notice](#)

Class Established: May 2007
EEO Category: 2 - Professionals
Pay Grade: 113 – Management Exempt
Workers Comp: 5306 Non-Hazardous