

# **SNOHOMISH COUNTY JOB DESCRIPTION**

## **PUBLIC INFORMATION SPECIALIST**

Spec No. 2400

### **BASIC FUNCTION**

Support the Snohomish County Paine Field Airport and the Snohomish County Department of Emergency Management's public information activities. Provide community outreach and strategic communications efforts; to include: media relations, public outreach, education and citizen participation. Create and disseminate disaster-related information using print, electronic, and social media platforms.

### **STATEMENT OF ESSENTIAL JOB DUTIES**

1. Designs, produces, and distributes a variety of written, photographic and graphic materials in support of the Airport's internal and external communication. Designs and edits a wide range of communications and information materials, including certificates, charts, articles, reports, press releases, brochures, special presentations, social media postings, website content, and other education and outreach materials.
2. Responsible for the Airport advertising and social media programs.
3. Oversees and maintains the Airport's web pages; responds to public inquiries regarding web services and available data. Works with other departmental staff as needed to design, produce, distribute and present informational material to the public.
4. Consults with project managers to develop public involvement and communications plans for county programs and projects including appropriate methodologies for public participation in decision processes; advises on media strategies for effective dissemination of news and information on county programs.
5. In coordination with Airport Director and Executive Office's Communications Director, acts as the Airport Public Information Officer (PIO) for media inquiries.
6. Leads public information activities associated with disaster response in an Emergency Coordination Center (ECC) environment that may be staffed 24 hours a day for extended periods of time.
7. Updates and maintains the County's Joint Information Center/Joint Information System (JIC/JIS) plans and procedures; including templates, pre-scripted emergency messaging, current contact lists and a periodic training schedule; engages and integrates with Snohomish County's PIO network.
8. Works with County departments, jurisdictional, and other agency partners to infuse coordinated emergency information into internal disaster procedures and plans; specifically, offers insight into functional plans (e.g., mass fatality, debris management, etc.) that informs these planning efforts in matters that relate to the coordinated use of media and social media to convey emergency public information.

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### STATEMENT OF ESSENTIAL JOB DUTIES (Continued)

9. Works closely with Department of Emergency Management (DEM) training and exercise staff to enhance the county's public information capability. Actively participate in the preparation, facilitation, and evaluation of disaster training and exercises that are designed to improve our ability to deliver information to the public during disasters.
10. Implements public information activities in order to achieve DEM strategic goals.
11. Maintains a working relationship with the local, regional, and state emergency management agencies; serves on committees and task groups relevant to emergency management and public information; creates and disseminates disaster-related information using print, electronic, and social media platforms.
12. Develops and delivers presentations about emergency management matters (e.g. hazard awareness) for public meetings and to various organizations and other groups. Engages the public and key partners in order to capture citizen input into county projects and programs.

### STATEMENT OF OTHER JOB DUTIES

13. Transitions to a critical leadership role as defined by the Snohomish County Emergency Coordination Center Standard Operating Guidelines (ECCSOG) during times of disasters.
14. Performs related duties as assigned by the Airport Director and/or Emergency Management Director.

### MINIMUM QUALIFICATIONS

A Bachelor's degree in communications, journalism, English, public relations or a closely related field; AND, four (4) years of progressively responsible experience in communications and/or public relations; OR, any equivalent combination of training and/or experience which provides the required knowledge and abilities; Must pass job related tests.

### PREFERRED QUALIFICATIONS

Previous communications experience in the public sector is preferred.

Previous airport experience is preferred.

Previous experience working in a joint information center and/or emergency operations/coordination center is preferred.

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### PREFERRED QUALIFICATIONS (Continued)

Experience working with social media and web content creation and curation preferred.

Coursework or field experience in visual journalism: video shooting, editing, and narrative storytelling skills is preferred.

### SPECIAL REQUIREMENTS

A valid Washington State driver's license is required for employment.

Ability to obtain a security clearance from state and/or federal departments and agencies.

Candidates for employment must successfully pass a criminal background investigation.

Completion of FEMA's G290 (Basic Public Information Officer) and G291 (Joint Information System/Joint Information Center Planning for Tribal, State, and Local PIOs) courses within one year of hire (subject to course availability) is required.

### KNOWLEDGE AND ABILITIES

Knowledge of:

- concepts and techniques of public information
- methods and techniques used in the production and presentation of press releases, brochures and pamphlets
- proper English, spelling, grammar, punctuation and word usage
- graphic art techniques, methods, and materials
- audio-visual presentation methods and equipment
- basic photography and video techniques and equipment
- social and electronic media
- internet and digital communication
- consumer/market research methods
- the principles and practices of project management
- office procedures and practices
- the principles and practices of emergency management including planning, coordinating, preparing for and responding to emergencies
- current developments and trends in the delivery of disaster-related public information
- National Incident Management System (NIMS)
- Joint Information Center and Joint Information System practices and methods of operation
- law enforcement and/or the law and justice system

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### KNOWLEDGE AND ABILITIES (Continued)

Ability to:

- speak convincingly in public, with the news media, and before groups
- communicate effectively, both orally and in writing; originate articles, press releases and reports
- deal courteously, professionally and tactfully with internal and/or external partners, agencies and the public
- demonstrate proficiency in one or more communications disciplines
- anticipate public concerns and interests and develop involvement efforts to meet citizens' and the County's needs
- assist in the planning, organizing and directing the emergency operations of a major county department
- work collaboratively in a team oriented environment, sometimes in extremely stressful situations
- establish and maintain effective working relationships with supervisors, peers, associates, media representatives, employees of other agencies, and the general public
- exercise initiative and judgment and make decisions within the scope of assigned authority
- manage multiple tasks/activities while meeting specific deadlines
- work under pressure and be able to delegate responsibility
- maintain a high degree of accuracy with detailed information
- read, interpret and apply a variety of laws, rules and regulations governing departmental operations including county rules and regulations
- manage projects through work plan development and implementation, financial management, project evaluation and reporting
- understand the communication needs and styles of unique and/or underrepresented populations
- demonstrate good work ethic and self-starting attitude
- prepare a variety of correspondence, reports and other written materials
- design a variety of informational materials
- use a variety of photographic, video, audiovisual, and presentation equipment
- operate standard office equipment
- follow verbal and written instructions

### SUPERVISION

When working with the Airport, the employee report to and receives direction from the Airport Deputy Director and Director. When working at the Department of Emergency Management employee reports to the Director of Emergency Management or Emergency Coordination Center Manager.

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### WORKING CONDITIONS

The work is generally performed in the usual office environment with travel to media staging sites and off-site locations (precincts, contract city police stations, etc.). Response to emergency events may be required anytime. May be required to serve as the on-site coordinator as needed during a disaster and may provide supervision and oversight to other emergency management employees. Employee may be required to serve in the Emergency Coordination Center in an operational capacity or at other locations as assigned during exercises, emergencies, or disasters. Occasional evening and work on weekends and holidays may be required.

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: January 2018  
EEO Category: 2 – Professionals  
Pay Grade: 242 – Classified Pay Plan  
Workers Comp: 5306 – Non Hazardous