

SNOHOMISH COUNTY JOB DESCRIPTION
PUBLIC INFORMATION SPECIALIST - AIRPORT

Spec No. 2414

BASIC FUNCTION

Support Snohomish County Paine Field Airport's public information activities. Provide community outreach and strategic communications expertise to include: media relations, marketing, social media, public outreach, education, and citizen participation. Create and disseminate information using print, electronic, and social media platforms.

STATEMENT OF ESSENTIAL JOB DUTIES

1. Designs, produces, and distributes a variety of written, photographic, video, and graphic materials in support of the Airport's internal and external communications. 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 marketing, 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-making 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. Manages public information activities associated with disaster response at airport in coordination with Department of Emergency Management.
7. Updates and maintains airport's emergency communications 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 closely with 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.
9. Implements public information activities in order to achieve Paine Field Airport strategic goals.

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10. Develops and delivers presentations about airport matters for public meetings and to various organizations and groups. Engages the public and key partners in order to capture citizen input into county projects and programs.

STATEMENT OF OTHER JOB DUTIES

1. Transitions to a critical leadership role during times of disaster as defined by the Snohomish County Emergency Coordination Center Standard Operating Guidelines (ECC SOG) and the Airport Emergency Plan (AEP).
2. Performs related duties as assigned by the Airport 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

Communications and/or PIO experience in the public sector is preferred.

Airport experience is preferred.

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.

Experience working in a joint information center and/or emergency operations/ coordination center 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.

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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

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 executing communications during a major disaster at the airport. 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, private sector partners, and the general public

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- 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

The employee reports to and receives direction from the Airport Deputy Director and Director. External communications and media relations are coordinated with Executive Office.

WORKING CONDITIONS

The work is generally performed in the usual office environment, on airport grounds, or on the Snohomish County campus with travel to media staging sites. Response to emergency events, including natural disasters, 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: February 2020
EEO Category: 2 – Professionals
Pay Grade: 242 – Classified Pay Plan
Workers Comp: 5306 – Non Hazardous