



EMPLOYMENT OPPORTUNITY

Public Information Officer

Salary: \$7,745 - \$10,944 monthly
Job Type: Full-Time, Exempt
Department: Public Information Office
Benefits: Benefits Eligible

Position subject to Council approval February 2022

The Position

The position of Public Information Officer is an appointed position by the Town Manager. The individual in this position receives all direction and supervision from the Town Manager. The Public Information Officer shall be responsible for providing staff assistance by communicating between municipal government and the community in assuring that public expectations are met with regard to services and programs provided by the Town.

Job Functions

- Develops, maintains and monitors an effective community relations program.
- Facilitates the development of strategies for addressing issues.
- Develops effective public relations through the use of photo and video content.
- Presents solutions to problems before citizens or public groups.
- Develops information for news media to keep citizens informed on Town programs and community projects.
- Investigates complaints and attempts to resolve conflicts and improve understanding through instruction and education.
- Provides periodic reports relative to the efficiency and effectiveness of community relations programs and maintaining such records.
- Assists in determining the best method to disseminate information.
- Conducts polls and surveys periodically to determine attitudes of citizens on a variety of subjects.
- Conducts programs of media relations on behalf of the Town.
- Advises employees on community relations and conduct with the media.
- Develops and coordinates various Town and employee newsletters and publications.
- Develops and distributes routine media information releases and public service announcements.
- Prepares special mailings concerning critical issues.
- Serves as liaison with other broad based community organizations and public agencies to coordinate public information gathering and distribution.
- Participates on various committees and task forces as assigned.
- Preparation of speeches for the Mayor and Town Council.
- Serves as the public information officer during emergency operations.
- Attends meetings.
- Performs other duties as assigned.

Qualifications

Any combination of training and experience which would provide the required knowledge, skills and abilities is qualifying. A typical way to obtain the required qualifications would be:

Required: Graduation from an accredited college or university with a Bachelor's Degree in journalism, communications, OR a related field with course work in public administration, business administration or political science; and two (2) years of progressively responsible public relations experience.

License:

- Valid California class C driver's license with satisfactory driving record and automobile insurance.

Selection Process

A completed Town employment application is required by the close of recruitment, on **Monday, February 28th, 2022, at 5:30pm**. Application package is available at Town of Apple Valley, 14975 Dale Evans Parkway, Apple Valley 92307, or on our website at www.applevalley.org. Applications may be completed online, or mailed/delivered to 14955 Dale Evans Parkway, Apple Valley 92307 Attn: Human Resources. The Town of Apple Valley participates in the E-Verify program.

The Town of Apple Valley does not discriminate on the basis of age, sex, race, religion, national origin, marital status, sexual orientation, or handicap status in its employment actions. If applicant has a disability that may require an accommodation, please contact Human Resources in writing at time application is submitted.