



EMPLOYMENT OPPORTUNITY

Public Relations Specialist

Salary: \$28.66 Hourly
Job Type: Full-Time
Department: Public Information
Benefits: Benefits Eligible

The Position

Under direct supervision, performs a variety of support activities in administering the Town's public information, community, and public relations program in coordination with department goals and objectives and established public relations policies and procedures; and performs related work as required.

Job Functions

- Assists in the formulation and development of a program of public information and education on the use of Town facilities, programs, activities, and services by preparing and distributing publicity releases through all available media; and performs other related duties in the distribution of information.
- Receives inquiries and provides information to the public and media regarding general and fact based topics by sending out news releases or responding via telephone or the Citizen Request Management system.
- Assists with the development and coordination of special projects, like Adopt-A-Street program, including developing marketing materials to recruit volunteers, writing and designing sponsorship packages, and communicating with potential sponsors.
- Researches information for use by the Public Information Officer in speeches and media inquiries.
- Prepares written publicity materials, such as letters, brochures, flyers, fact sheets, pamphlets, and newsletters.
- Coordinates and conducts tours of Town Hall and other Town sites.
- Assists in coordination of events, including recognition dinners, groundbreaking ceremonies, and dedication ceremonies; provides general assistance for Town-wide special events.
- Responds to internal work requests for marketing materials or other publications related to special programs or events by designing, writing and editing or updating new and previously created material.
- Updates and maintains project files, appropriate Town website pages, Town kiosk, photo archives, and historical archives.
- After appropriate training and approval, serves as Town spokesperson and represents the Town to media, outside organizations, and committees, in the absence of the Public Information Officer.
- Serves as an assistant to Public Information Officer during emergencies.
- 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: Equivalent to the completion of the twelfth (12th) grade and two (2) years of college coursework in communications, marketing, or public relations, or a related field, and one (1) year of experience in public relations or related experience. Experience with writing, graphic design, social media, and content creation is desired. Previous experience working in a municipal setting is also highly desired.

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 **Wednesday, October 12th, 2022, at 5:30pm**. An 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.