



JOB DESCRIPTION

<i>Title</i>	Public Affairs Officer	<i>Created</i>	August 2021
<i>Department</i>	County Manager	<i>Revised</i>	Oct. 2021
<i>Job Class</i>	M 7	<i>Safety Sensitive</i>	No
<i>Labor Union</i>	Unrepresented	<i>FLSA</i>	Exempt

Purpose

The Public Affairs Officer provides advanced level professional public relations and information services in a complex public sector organization. The incumbent plans, develops, and implements public relations, media relations, communications, and marketing activities and may lead, coordinate, or supervise the work of others involved in providing these services. May have program or project oversight responsibilities.

Essential Functions

- Manages, designs, implements, and evaluates the delivery of high-profile communications, marketing, and public relations initiatives using a wide variety of media to include written, electronic, social, and web-based formats. Develops and communicates timely and accurate information related to services and programs provided by county departments and offices; and responds to media inquiries. Manages all communications and information provided to local media on breaking stories, news features, and a variety of public information and educational campaigns.
- Provides coordination, communication, tools/resources, and technical assistance with department-specific community engagement activities.
- Ensures cross-departmental communications-related policy issues are effectively managed, reviewed, and resolved in a timely manner; leads the organization-wide process of developing communication strategies, standards, and corporate branding.
- Collaborates with the county manager's office and department directors to develop community engagement strategies related to key county initiatives; and serves as a technical advisor to county leadership and elected officials.
- Serves as initial point of contact for public records requests and coordinates response with county counsel and appropriate departments.
- Performs corporate-level communication duties throughout the county with an emphasis on communications strategy development, planning, administration, and financing.
- Manages and facilitates meetings and teams to design and implement campaigns that publicize and promote county programs, publications, and activities.
- Assists the county manager's office and operating departments in strategic planning efforts, including the management of assigned tasks/projects.
- Develops and maintains effective relationships with the commissioners, other elected officials, and county department directors and staff.
- Represents the Clatsop County Board of Commissioners and county manager before various boards, committees, and community groups.
- Assists the county manager's office in state/federal legislative initiatives, including legislative agenda planning, monitoring, and contract management.



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- Serves as primary liaison to Clatsop County Emergency Management with respect to emergency public information activities with an emphasis on communications strategy, development, policy setting, planning, administration, and financing. Maintains continuous on-call status to serve as lead public information officer for the county's emergency operations center (EOC).
- Assists in creating a positive and supportive work environment. Enforces a safe workplace. Establishes a culture of teamwork and communication. Creates a workplace that promotes the organizational values of workplace diversity, equity, and inclusion, and actively promotes an environment respectful of living and working in a multicultural society.
- Provides oversight and acts as lead on complex communication initiatives, studies, and projects.
- Maintains confidentiality and complies with all county administrative, personnel, and safety policies at all times.
- Prepares and presents all necessary information and agenda items to the Board of County Commissioners as directed by the county manager's office.

Auxiliary Functions

In the event of a declared emergency by the Board of County Commissioners, the employee is subject to a temporary emergency assignment according to the Emergency Management Plan, for which prior preparation or cross training may occur in an occasional "table-top" test exercise. The employee will return to regular assignment upon the vacation of the declaration of emergency.

Minimum Qualifications

Bachelor's degree in public administration, business administration, communications, urban studies, political science, or a related field; AND five (5) or more years of increasingly responsible experience in local government or equivalent which includes two (2) years of staff supervision/management and two (2) years of performing a professional community engagement role.

Must have the ability to arrange for timely transportation in order to attend required appointments and meetings at off-site locations.

Knowledge of:

- Principles, practices, and operations of community engagement programs;
- Media production, communication and dissemination techniques and methods;
- The structure and content of the English language and rules of composition and grammar;
- Principles and methods for showing and promoting county services;
- Marketing strategies and tactics;
- Operations of local government;
- Business and management principles involved in strategic planning and coordination of people and resources.

Skills to:

- Communicate in writing and orally to convey information directly and effectively for the needs of the audience;
- Plan, coordinate, and manage complex projects and initiatives;
- Prepare clear, concise, and comprehensive reports, studies, and other written materials;
- Confidently and publicly articulate the benefits, progress, and objectives of the program to decision-makers, partnering jurisdictions and non-profits, and volunteer groups;
- Lead internal and external group problem-solving efforts, facilitate group processes, and develop



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consensus among competing interests; and

- Manage, participate, and/or lead team processes to produce effective results.

Able to:

- Establish and implement policy guidelines and organizational goals;
- Multi-task and deal with many diverse clientele and issues;
- Develop timelines and implement actions once goals have been determined and agreed upon;
- Be an effective change agent in a complex organization;
- Organize, direct, and implement a comprehensive community engagement program;
- Be an effective and confident leader with diverse groups with different objectives;
- Manage complex projects while remaining calm under pressure;
- Evaluate statistics and data;
- Support, train, and engage staff and volunteers;
- Use tact and diplomacy in dealing with sensitive, complex, and confidential issues and situations;
- Establish and maintain cooperative working relationships with individuals and groups who come from diverse backgrounds and represent members of the public, coworkers, and/or vendors;
- Apply creative problem solving to the analysis of established organizational practices and methods;
- Communicate county and policy positions clearly, logically, and persuasively to a wide spectrum of individuals and groups.

Desired Qualifications

Advanced degree in communications, marketing, or public relations

Physical Demands

Physical demands on position are minimal involving moving boxes, books, and files weighing up to 25 pounds. Extensive phone and computer work are common for this position.

Working Conditions

Professional office environment with occasional afterhours and out-of-town meetings.

Supervisory Responsibility

Works under the direction of the county manager or assistant county manager. Directly supervises the communications assistant. Provides project management level leadership and guidance to staff for various projects and initiatives.

THE ABOVE DESCRIPTION COVERS THE MOST SIGNIFICANT DUTIES PERFORMED BUT DOES NOT INCLUDE OTHER OCCASIONAL WORK, THE INCLUSION OF WHICH WOULD BE IN CONFORMITY WITH THE FACTOR DEGREES ASSIGNED TO THIS JOB.