

## Job Posting



**Job Title:** Chief Public Information Officer  
**Grade:** 20 (\$97,768 - \$136,87)  
**Department:** TBD  
**Reports to:** Assistant Executive Director  
**Exempt:** Yes

Revised: 10/2011

Please forward applications/resumes to the Human Resources Department by January 31, 2012.

### SUMMARY

The Chief Public Information Officer is the liaison between SWACO and the media and is responsible for keeping citizens, local officials, local officials, other external partners, and internal staff informed about the activities and actions of SWACO. The Chief Public Information Officer is the spokesperson for SWACO and shall advise other SWACO representatives who appear before the public. This position reports to the Assistant Executive Director and the Board of Trustees.

**ESSENTIAL DUTIES AND RESPONSIBILITIES** include, but are not limited to the following. (Other duties may be assigned as needed.) Reasonable Accommodations may be made to enable qualified individuals with disabilities to perform the essential functions.

- Serve as liaison between SWACO and various community groups, media and the general public.
- Prepare and manage a long-term communications and messaging strategy that aligns with the vision, goals, & strategic plan of SWACO.
- Develop publicity strategies, oversee the writing and distribution of publicly materials; distribute timely press releases; cultivate relationships with media sources; arrange press opportunities; organize news conferences; and serve as press spokesperson.
- Initiate, manage, and implement branding, marketing strategies, and public awareness initiatives.
- Participant in and provide management support for long-range planning, strategic initiatives, and ongoing analysis and evaluation of major SWACO initiatives.
- Manage the execution of promotional campaigns, which include, but not limited to, procuring advertising, developing publications, promotional materials and display.
- Execute and maintain an appropriate advertising strategy for newspaper, radio, television and social media outlets.
- Manage external media relations consultants, as necessary, for the development and execution of long term messaging strategies.
- Develop and distribute news releases, press releases, and respond to media and public records inquiries.
- Manage budgets, monitor expenditures, and authorize funding related to media relations, messaging strategies, and external consultants.
- Manage social media outlets as necessary for interacting with public.
- Manage SWACO's website content and assure the accurate and timely listing of information.
- Prepare and manage a crisis plan in the event of public disasters and/or public health emergencies.
- Work in cooperation with the Director of Energy and Resource Recovery to initiate public relations initiatives related to SWACO land planning and project development.
- Work with the SWACO Board of Trustees to develop consistent messaging of SWACO initiatives.
- Maintain and enhance presence in the community by leveraging the channels which can best reach the targeted audiences.

## **SUPERVISORY RESPONSIBILITIES**

N/A

## **MINIMUM QUALIFICATIONS**

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

## **EDUCATION and/or EXPERIENCE**

- Bachelor's degree in journalism. Public relations, English or a related field.
- Master's degree preferred.
- 6 to 9 years progressive executive experience.

## **KNOWLEDGE of**

- Must have knowledge of the principles and practices of public information offices; the functions and responsibilities of various municipal departments and offices; local laws and ordinances, and sources of legal references; the requirements of various media used in publicity and promotion work, including video and written media; artwork layout and report format.

## **Ability to:**

- Foster and cultivate business opportunities and partnerships; comprehend complex questions and give information rapidly, accurately and tactfully; analyze and apply legal principles; present statements of law, fact and argument clearly and logically; communicate effectively, both orally and in writing; establish and maintain effective working relationship with the Board of Trustees, City officials, employees and the public.

## **Skills**

- Excellent communication skills, both verbal and written.
- Must have advanced skills in Microsoft office Suite products.

## **CERTIFICATES AND LICENSES**

Valid Ohio Drivers License

## **PHYSICAL REQUIREMENTS**

While performing the duties of this job, the employee is regularly required to stand; walk; sit; use hands to finger, handle, or feel; reach with hands and arms; and talk or hear. The employee must occasionally lift and/or move up to 10 pounds. Specific vision abilities required by this job include close vision, and ability to adjust focus.

## **WORK CONDITIONS**

The noise level in the work environment is usually moderate. No or very limited exposure to physical risk. Work environment is primarily indoors, in a temperature controlled, sealed window office.