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## **PUBLIC INFORMATION OFFICER**

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<b>Department:</b>		<b>Reports To:</b>	
<b>Division:</b>		<b>Location:</b>	Administration Building
<b>FLSA Status:</b>	Exempt	<b>Classification:</b>	Full-Time/Civil Service
<b>Approved By:</b>	Civil Service Board	<b>Date of Approval:</b>	June 2004
<b>Pay Grade Level:</b>	8		

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### **JOB SUMMARY**

Plans and conducts public relations program designed to create and maintain favorable public image for Lafourche Parish by performing the following duties.

### **ESSENTIAL DUTIES AND RESPONSIBILITIES**

The Essential Duties and Responsibilities include the following:

- Plans and directs development and communication of information designed to keep public informed of Lafourche Parish Government's programs, accomplishments, or point of view
- Arranges for public relations efforts in order to meet needs, objectives, and policies of agency
- Prepares and distributes fact sheets, news releases, photographs, scripts, motion pictures, or tape recordings to media representatives and other persons who may be interested in learning about or publicizing agency's activities or message
- Purchases advertising space and time as required
- Arranges for and conducts public contact programs designed to meet organization's objectives
- Promotes goodwill through such publicity efforts as speeches, exhibits, films, tours, and question/answer sessions
- Represents Lafourche Parish during community projects and at public, social, and business gatherings
- Researches data, creates ideas, lays out artwork, contacts media representatives, or represents agency directly before general public
- Confers with support personnel to coordinate production of television advertisements and on-air promotions

- All parish government employees in a declared emergency shall be considered essential personnel

Other duties may be assigned.

## **SUPERVISORY RESPONSIBILITIES**

May supervise part-time, temporary, and permanent clerical staff in the performance of job duties.

## **COMPETENCIES**

To perform the job successfully, an individual should demonstrate the following competencies:

Analytical - Synthesizes complex or diverse information; Collects and researches data; Uses intuition and experience to complement data; Designs work flows and procedures.

Project Management - Develops project plans; Coordinates projects; Communicates changes and progress; Completes projects on time and budget; Manages project team activities.

Technical Skills - Pursues training and development opportunities; Shares expertise with others.

Customer Service - Responds to requests for service and assistance; Meets commitments.

Oral Communication - Demonstrates group presentation skills; Participates in meetings.

Written Communication - Writes clearly and informatively; Varies writing style to meet needs; Presents numerical data effectively; Able to read and interpret written information.

Planning/Organizing - Prioritizes and plans work activities; Uses time efficiently; Plans for additional resources; Sets goals and objectives.

Innovation - Displays original thinking and creativity; Meets challenges with resourcefulness; Generates suggestions for improving work; Develops innovative approaches and ideas.

## **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. Jobholders must be legally able to work in the United States.

**Education and/or Experience.** Bachelor's degree from four-year college or university; or two (2) to four (4) years related experience and/or training; or equivalent combination of education and experience.

**Language Skills.** Ability to read, analyze, and interpret general business periodicals, professional journals, technical procedures, or governmental regulations. Ability to write

reports, business correspondence, and procedure manuals. Ability to effectively present information and respond to questions from groups of managers, customers, and the general public.

**Mathematical Skills.** Ability to add, subtract, multiply, and divide in all units of measure, using whole numbers, common fractions, and decimals. Ability to compute rate, ratio, and percent and to draw and interpret bar graphs.

**Reasoning Ability.** Ability to apply common sense understanding to carry out instructions furnished in written, oral, or diagram form. Ability to deal with problems involving several concrete variables in standardized situations.

**Certificates, Licenses, Registrations.** Must possess a valid Driver's License and must obtain a valid Louisiana Driver's License within 30 days of employment.

### **OTHER SKILLS AND ABILITIES**

- Must have good knowledge of the methods, practices, and procedures in proper personnel administration; must possess basic abilities in the operation of personal computers, typewriters, calculators, copy machines, and fax machines; basic knowledge of computer word processing software; business English, spelling, punctuation, and basic methods and techniques in record keeping and filing systems.
- Ability to plan, evaluate, and prioritize work assignments to ensure accurate and timely implementation and completion.
- Ability to deal courteously and effectively with the public, governmental officials, and other employees of the Lafourche Parish Government.

### **PHYSICAL DEMANDS**

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

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

### **WORK ENVIRONMENT**

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

The noise level in the work environment is usually quiet.