



EFFINGHAM COUNTY BOARD OF COMMISSIONERS

Job Title: Public Information Coordinator	Job Code:
Reports to: County Manager	FLSA Status: Exempt
Department: County Manager	

*Class specifications are intended to present a descriptive list of the range of duties performed by employees in the class. Specifications are **not** intended to reflect all duties performed within the job.*

Position Overview:

The Public Information Coordinator will oversee and manage the County's external communications and media relations, building, maintaining, and preserving a positive public image and raise public awareness for Effingham County through online and offline channels.

Principal Duties and Responsibilities (Essential Functions):**

The following duties are typical for this classification. Incumbents may not perform all of the listed duties and/or may be required to perform additional or different duties from those set forth below to address business needs and changing business practices.

Manages media relations for the County. Excellent verbal and written communication skills that may include Public Speaking and presentations.

Develop and deploy a formal proactive communication plan/strategy.

Develops and coordinates distribution of instructional and promotional material. Gathers material necessary to understand the project and competition in the area, analyzes these materials to determine the most effective communications technique.

Responds to members of the media in a timely manner; composes, reviews and/or distributes press releases.

Reviews and approves or facilitates review and approval process for public communications regarding the County.

Gathers and analyzes information from website and social media sites to identify new markets and customers and to determine efficacy of existing marketing campaigns and strategies.



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Job Title: Public Information Coordinator

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Principal Duties and Responsibilities (Essential Functions) Continued:**

Oversees external, public-facing communication and branding in various online and print platforms such as LinkedIn, Twitter, Facebook and other communication methods.

Oversees or collaborates with other teams in the development and maintenance of the County's website.

Schedules, develops, produces, reviews and distributes print and video materials for public distribution.

Collaborates with senior leadership and the Board of Commissioners to develop a public information strategy and guidelines for the County.

Assists senior leadership in developing presentations, speeches, and other important public messages.

Schedules and plans special events that are open to the public.

Oversees and schedules tours, open houses or similar exhibition of the County offices and facilities.

Identify and develop relationships with media personnel, community partners and agencies to promote County services and events.

Duties and responsibilities may be added, deleted or changed at any time at the discretion of supervisor, formally or informally, either verbally or in writing.

Work schedules, to include rotating shifts, hours of work and days off may be changed at any time at the discretion of the supervisor in order to fit the needs of the County.

Regular and routine attendance at work is required.

Additional Functions:

Performs other related duties as assigned.



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Minimum Qualifications:

Requires a Bachelor's Degree in Journalism, Marketing, Communications or public relations with three years of progressively responsible experience, or any equivalent combination of education, training and experience which provides the requisite knowledge, skills, and abilities for this job. Must possess and maintain a valid Georgia Driver's License.

Must be proficient in PowerPoint, video production, copy writing and editing.

Performance Aptitudes:

Data Utilization:

Requires the ability to evaluate, audit, deduce, and/or assess data using established criteria. Includes exercising discretion in determining actual or probable consequences and in referencing such evaluation to identify and select alternatives.

Human Interaction:

Requires the ability to apply principles of persuasion and/or influence.

Equipment, Machinery, Tools, and Materials Utilization:

Requires the ability to operate, maneuver and/or control the actions of equipment, machinery, tools, and/or materials used in performing essential functions.

Verbal Aptitude:

Requires the ability to utilize a wide variety of reference, descriptive, advisory and/or design data and information.

Mathematical Aptitude:

Requires the ability to perform addition, subtraction, multiplication and division; ability to calculate decimals and percentages; may include ability to perform mathematical operations with fractions; may include ability to compute discount, interest, profit and loss, ratio and proportion; may include ability to calculate surface areas, volumes, weights, and measures.



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Functional Reasoning:

Requires the ability to apply principles of influence systems, such as motivation, incentive, and leadership, and to exercise independent judgment to apply facts and principles for developing approaches and techniques to resolve problems.

Situational Reasoning:

Requires the ability to exercise judgment, decisiveness and creativity in situations involving the evaluation of information against sensory, judgmental, or subjective criteria, as opposed to that which is clearly measurable or verifiable.

ADA COMPLIANCE

Physical Ability:

Tasks require the ability to exert moderate, though not constant physical effort, typically involving some combination of climbing and balancing, stooping, kneeling, crouching, and crawling, and which may involve some lifting, carrying, pushing and/or pulling of objects and materials of moderate weight (12-20 pounds).

Sensory Requirements:

Some tasks require the ability to perceive and discriminate visual cues or signals. Some tasks require the ability to communicate orally.

Environmental Factors:

Essential functions are regularly performed without exposure to adverse environmental conditions.