

PUBLIC INFORMATION AND EVENTS DIRECTOR

General Statement of Duties

Plans, organizes, supervises, and participates in difficult professional work communicating and coordinating information flow to the public, employees and other units of government on a broad range of Town programs, activities, and services; manages special events and activities for the Town.

Distinguishing Features of the Class

An employee in this class manages a strategic communications program incorporating organizational-wide communication policies and procedures, departmental program knowledges, branding, and the expectations of the citizenry for open and transparent government. Employee plans for and implements the communications strategies as well as researches, writes, edits, and coordinates a wide variety of videos, documents, and programs to inform and educate the public on Town programs, activities, and services. In addition, the role supervises and participates in planning and executing special community events such as festivals, holiday celebrations, nature and ecology educational programs, and fitness activities. Responsibilities include serving as Town spokesperson to the media; working with department heads to publicize their program activities and accomplishments and customizing the communications during critical incidents. Work also includes researching and responding to media inquiries; producing and distributing videos, press releases, publications, and PSAs; and managing content on the Town's website and for social media. During critical incidents, the employee serves as spokesperson to the media. Work requires knowledge of marketing and public relations, event planning and execution, and significant writing skills as well as use of office and design and media technology. Work involves considerable broad contact with the public, federal, State, and local government officials, and the media. Work is performed under the general supervision of the Town Manager and is reviewed by inspection or in conference for accuracy, effectiveness, and citizen satisfaction.

Duties and Responsibilities

Essential Duties and Tasks

Plans, organizes, supervises, and participates in a strategic communications and branding program for the Town; provides and maintains up to date public information and education about municipal activities, services, and events; determines communication policy and procedures; obtains departmental operational knowledge to customize communication practices and results.

Supervises and participates in preparing a variety of materials for dissemination to the public; researches and creates website content, website management, social media content and management; prepares media such as videos, memos, newsletters, reports, brochures, fliers, etc.; prepares or acquires graphics materials as needed; takes photographs and videos and uploads as needed.

Supervises and participates in planning, organizing, and executing special events for the Town; develops promotional strategies, obtains sponsorships; takes primary responsibility for some events and supervises others.

Serves as point of contact for media organizations; develops and maintains a network of media contacts; coordinates or provides interviews and responds to requests for information; monitors news outlets for Town content.

Provides technical support for filming, editing, and publishing Town Council meetings and other Town boards and committee meetings; manages live streaming, video and audio recording and

in-room technical and audio-visual needs.

Researches a variety of topics and develops special projects, presentations, or reports for various stakeholders; works on issues such as beach sand loss, recycling, etc.

Takes a lead in communications during weather and other emergency conditions; disseminates information and performs post event reporting; coordinates with County information center.

Creates and supervises a social media presence through Facebook, Instagram, and Twitter.

Prepares and administers departmental budget.

Provides training, mentoring, leadership, work assignment, performance coaching and evaluation for assigned staff.

Prepares a wide variety of records and reports.

Additional Job Duties

Performs related tasks as assigned.

Recruitment and Selection Guidelines

Knowledge, Skills, and Abilities

Thorough knowledge of the principles, methods, procedures, and strategies concerning a public information, communications, and community relations program, and of policies, regulations, guidelines, and legal standards pertaining to the distribution of news and public information.

Considerable knowledge of grammar, punctuation, proofreading, editing, and layout.

Considerable knowledge of the Town's organization, activities, and functions.

Considerable knowledge of technology including various publishing software applications, website maintenance, and various media such as on-line video streaming, photographic and audio-video equipment, and of photography, graphic design, and printing.

Considerable knowledge of special event programming principles and practices.

Knowledge of Town budgeting, purchasing and personnel policies and procedures.

Knowledge of modern and effective supervisory principles and practices including leadership, mentoring, team building, performance coaching and review.

Skill in teamwork, creativity, and internal and external customer service excellence.

Ability to plan and organize events for large groups of people including logistics for parking, lighting, staging, set up and take down, food and beverage, vendor management, weather contingencies, and related matters.

Ability to coordinate and disseminate information regarding program and services to media, staff and the community in an accurate and timely manner that increases understanding of Town's programs and activities.

Ability to gather, analyze, interpret, and report research findings.

Ability to work independently and to exercise sound judgment in making decisions related to the release and communication of public information.

Ability to communicate effectively in conversations, public presentations, and written form, including news releases, newsletters, brochures, electronic media, and other materials.

Ability to perform special projects that require skills such as research, meeting and event planning, and coordination with various other governmental agencies and the press.

Ability to supervise others and establish and maintain collaborative relationships, internal to and external of the organization.

Ability to establish and maintain effective working relationships with members of the press,

elected and appointed officials, department heads, employees, and general public.

Ability to maintain confidentiality of information obtained during work operations.

Physical Requirements

Must be able to perform the basic life operational functions of climbing, reaching, walking, pushing, pulling, lifting, grasping, talking, and hearing.

Must be able to perform light work exerting up to 20 pounds of force occasionally, and/or up to 10 pounds of force frequently, and/or a negligible amount of force constantly to move objects.

Must possess the visual acuity to compile and compute data and information, to perform transcription tasks, operate a computer terminal, do extensive reading and research, and proof and inspect finished written material.

Desirable Education and Experience

Graduation from an accredited college or university with a bachelor's degree in journalism, marketing, public or business administration, graphic design, media production or a related field and considerable related experience; or an equivalent combination of education and experience.

Special Requirement

Possession of a valid North Carolina driver's license.