



SENIOR PUBLIC INFORMATION SPECIALIST - CE

Class Code:
74459

Bargaining Unit: Management Resolution -
Unrepresented Confidential

COUNTY OF RIVERSIDE
Established Date: Jan 7, 2020
Revision Date: Jan 7, 2020

SALARY RANGE

\$35.93 - \$49.28 Hourly
\$6,228.09 - \$8,542.32 Monthly
\$74,737.10 - \$102,507.81 Annually

CLASS CONCEPT:

Under direction, to plan, prepare and implement the public information program of a County agency or large County department; to inform the public of activities and services of the assigned agency or department; to develop, prepare, and implement specialized and comprehensive public information and education programs mandated by the government or emanating from the organization's goals; and to do other work as required.

Positions in this class are identified as the advanced journey level and are characterized by performing the more complex public information functions, such as spokesperson for the agency/department. The incumbent will typically report to senior management and is responsible for project planning, coordination, and implementation. Certain positions in this class may work more closely with multiple county agencies/departments and outside agencies, and may also augment ongoing public information activities.

The Senior Public Information Specialist - CE class is distinguished from the Public Information Officer by the latter's overall responsibility for the development and implementation of Riverside County's Public Information Program and for advising, planning, and directing programs for the Board of Supervisors, County officials, and department heads.

REPRESENTATION UNIT:

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EXAMPLES OF ESSENTIAL DUTIES:

(Depending on the area of assignment, duties may include, but are not limited to, the following)

- Establishes and maintains regular contacts with the media, community groups, and government/private representatives to meet the organization's public information, awareness, and education needs.
- Develops and determines effectiveness of distribution and outreach media plan; makes recommendations for modifications as required.

- Writes feature articles and media releases on organization's activities, services, programs, and functions; prepares pamphlets and brochures.
- Coordinates release distribution to the media; organizes and arranges public information campaigns and press conferences.
- Plans, coordinates, and implements specialized public information and education programs pursuant to informing the public of the organization programs and services.
- Locates and utilizes existing resources available for special public information programs; writes Requests for Proposals to secure funding for specialized public information and education programs.
- Assists in preparing the program's budget; monitors program expenditures; initiates and answers correspondence related to public inquiries and citizens' problems and complaints.
- Performs public speaking activities; writes scripts and uses various forms of presentations; coordinates activities with audio visual specialists, graphic artists, or other related staff.
- Provides writing support to the organization; coordinates and edits the organization's newsletter; may monitor the work of consultants; supervises volunteer staff.

RECRUITING GUIDELINES:

Education: Graduation from an accredited college with a Bachelor's degree in Journalism, Communications, English, Public Relations, Public/Business Administration, or a closely related field. (Additional qualifying experience may be substituted for the education on the basis of one year of full-time experience equaling 30 semester or 45 quarter units of education.)

Experience: Three years of full-time experience in developing and writing printed materials and/or media releases for use in print and electronic media; or in public or community relations which included the dissemination of information to internal and/or external audiences through various communications media.

Knowledge of: Methods of planning, coordinating, and implementing an effective public information program; methods and techniques used in planning press conferences; techniques in developing and producing audio-visual presentations; styles and techniques in speech writing.

Ability to: Complete assignments within strict time constraints; evaluate and apply government regulations to program planning; maintain confidentiality of sensitive information; establish and maintain effective working relations with staff, public, and representatives from outside agencies; coordinate public information and education programs with other jurisdictions; coordinate the activities of audio-visual specialists, graphic artists, or other specialists in preparing public information medium; recognize problems and develop effective solutions; act independently in converting complex technical information into a meaningful and applicable format for the targeted audience.

OTHER REQUIREMENTS:

License Required: Possession of a valid California class "C" driver's license may be required for field travel.

PRE-EMPLOYMENT:

All employment offers are contingent upon successful completion of both a pre-employment physical exam, including a drug/alcohol test, and a criminal background investigation, which involves fingerprinting. (A felony or misdemeanor conviction may disqualify the applicant from County employment.)

PROBATIONARY PERIOD:

As an Approved Local Merit System, all County of Riverside employees, except those serving "At Will," are subject to the probationary period provisions as specified in the applicable Memorandum of Understanding, County Resolution, or Salary Ordinance. Temporary and Per Diem employees serve at the pleasure of the agency/department head.