

THE COUNTY OF STANISLAUS



PUBLIC INFORMATION OFFICER (Manager III)

\$65,187.20-\$97,801.60 Annually

**Interviews are tentatively scheduled for the week of
May 22, 2017 or May 29, 2017**

Apply by May 9, 2017

The County of Stanislaus, Community Services Agency invites resumes from qualified candidates for Manager III to fill a Public Information Officer vacancy.

About the Community

Stanislaus County is located in Central California within 90 minutes of the San Francisco Bay Area, the Silicon Valley, Sacramento, the Sierra Nevada Mountains and California's Central Coast. With an estimated 538,388 people calling this area home, the community reflects a region rich in diversity with a strong sense of community. Two of California's major north-south transportation routes (Interstate 5 and Highway 99) intersect the area and the County has quickly become one of the dominant logistics center locations on the west coast.

The County is home to a vibrant arts community with the world-class Gallo Center for the Arts, a symphony orchestra, and abundant visual and performing arts. Stanislaus County is a global center for agribusiness, positioned by its mild Mediterranean climate, rich soils and progressive farming practices.

The area is recognized internationally for agricultural innovation with wine, almonds, poultry, milk, cattle, and walnuts being some of the featured industries. The County is also home to Stanislaus State University, Modesto Junior College and benefits from satellite locations of other high-quality educational institutions. The County was established in 1854 and has a total land area of 1,515 square miles. Temperatures range from an average low of 38 degrees Fahrenheit in the winter to an average high of 85 degrees in the summer. Temperatures move up into the 90s during the summer months with low humidity and cool evening breezes from the San Joaquin Delta.

General Information

The Community Services Agency is recruiting to establish an eligible list for a Public Information Officer. There is currently one full-time position available. Eligible lists are generally effective for six months and may be extended up to one year. This position is part of the unclassified service of the County. As such the incumbent shall be an "at-will" employee of County government and designated Management for labor relations purposes.

About the Department

The Community Services Agency (CSA) provides a broad range of social services to the community. CSA is comprised of over 1,131 employees and has an annual operating budget of over \$341 million. CSA partners with County government agencies and numerous community based organizations to create culturally responsive and accessible services. Over 304,845 residents receive services through CSA. The Agency is organized into three Divisions: (1) Adult, Child, and Family Services Division (ACFSD); (2) StanWORKs Division; and (3) Finance and Operations Division.



About the Position

Under the administrative direction of the CSA Director, the Public Information Officer is responsible for planning and coordinating public outreach, public awareness, crisis communications and other public information activities for the Community Service Agency. This includes implementing and developing communication strategies to address critical issues, directing and coordinating public and media relations, managing CSA social media outlets, and developing training programs for staff. The incumbent is expected to serve as a county Public Information Officer during countywide emergencies and community events.

Typical Duties and Responsibilities

- Implement and develop communication plans for target audiences to raise awareness of CSA services;
- Develop strategies and tools for marketing special events and services provided by CSA;
- Develop narratives for local news media and professional publications;
- Organize and coordinate media events and press conferences;
- Build and execute a social media strategy that builds meaningful connections and promotes community awareness;
- Provide guidance and direction in the strategic planning of communication and outreach;
- Conduct periodic training programs for CSA staff;
- Act as liaison between the CSA and all County departmental Public Information Officers;
- Maintain positive working relationships with all media representatives and with County staff;
- Act as the Public Information Officer for CSA in the event of a natural disaster or emergency and be available 24 hours per day, 7 days per week as part of the Emergency Operations Center staff;

License

- Applicants must possess and maintain a valid California Driver's License and remain free from repeated preventable accidents.

MINIMUM QUALIFICATIONS (Skills, Ability, Knowledge, Education and Experience)

- Computer programs, including the ability to use Windows, Word, desktop publishing systems and data base development.
- Knowledge of principles and practices of Marketing, public relations, journalism, communications and photography.

SKILLS AND ABILITIES

- Identify non-traditional marketing opportunities through new partnerships and associations;
- Research, analyze, organize, edit, write and design informational material for publication and presentation;
- Select or create graphic illustrations;
- Operate Desktop publishing system;
- Establish and maintain cooperative working relations with the press and other public groups;
- Communicate clearly, orally and in writing; make effective oral presentations before various audiences;
- Represent the Community Services Agency to the public in a professional manner.

EDUCATION

- Equivalent to a Bachelor's degree from an accredited college or university with major course work in marketing, public relations, journalism, communications, public administration or related field of study.

EXPERIENCE

- Four years of increasingly responsible professional experience in public relations, public information, or communication.

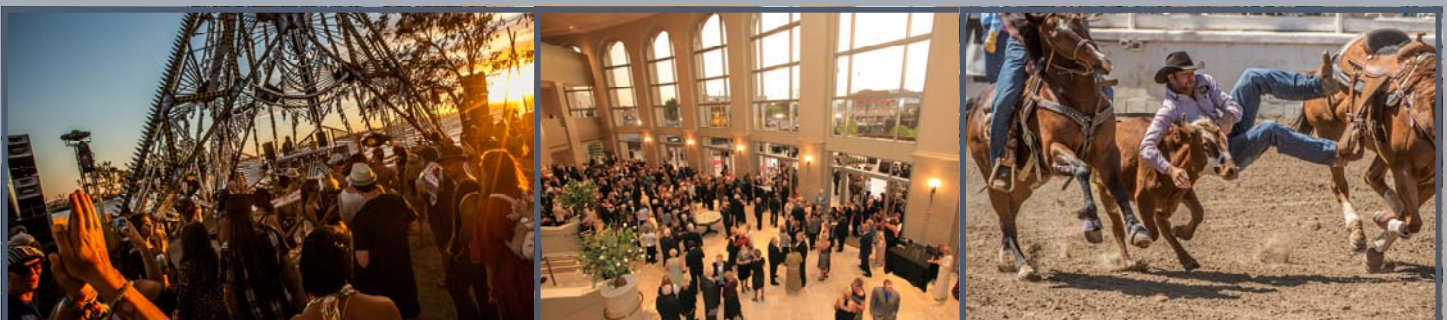
THE IDEAL CANDIDATE

The Community Services Agency is seeking a dynamic Public Information Officer (PIO) with excellent written and oral communication skills. The PIO must maintain an open flow of communication with the public and should foster harmonious, respectful and effective working relationships among department staff and outside agencies.

COMPENSATION (\$65,187.20-\$97,801.60 Annually)

The County of Stanislaus provides a competitive and comprehensive benefits package for regular full-time County employees including:

- Medical, dental, vision, and basic term life insurance plans
- Optional participation in Flexible Spending Account programs
- Optional Supplemental Life & AD&D insurance plans
- 457 Deferred Compensation savings plan
- Employee Assistance Program
- Participation in the Stanislaus County Employee Retirement Association (StanCERA) and opportunities to participate in deferred compensation plans.
- Details are upon request.



HOW TO APPLY

The County of Stanislaus is an Equal Opportunity Employer.

All qualified applicants are encouraged to submit online application(s) for open position(s).

Stanislaus County is committed to establishing and maintaining effective working relationships with the general public, co-workers, supervisors, and members of diverse cultural and linguistic backgrounds regardless of race, religious creed, color, national origin, ancestry, physical or mental disability, medical condition, genetic information, pregnancy related condition, marital status, gender/sex, sexual orientation, gender identity, gender expression, age (over 40), political affiliation or belief, or military or veteran status.

APPLICATION PROCEDURES/FINAL FILING DATE

Applications cannot be submitted later than 5:00 p.m. on the final filing date. Make your online application as complete as possible so a full and realistic appraisal may be made on your qualifications.

Resumes will not be accepted in lieu of a complete application.

Attaching your resume and cover letter are an optional feature for those who wish to do so in addition to completing the required application. Information on your resume and cover letter will not substitute for the education, work experience and required fields on the County application. The online County application is the primary tool used to evaluate your job qualifications.

TESTING ACCOMMODATIONS

Arrangements may be made to accommodate disabilities or religious convictions. Describe the special test arrangements you require in the "Additional Information" section of the application form.

GENERAL QUALIFICATIONS

- Pass County-paid pre-employment drug screening and job-related background investigation.
- Perform job duties in a manner assuring a safe working environment for oneself and others.
- Maintain confidential information according to the legal standards and/or County regulations as required.

APPLICATION AND/OR EXAMINATION APPEAL RIGHTS

Application and/or examination results may be appealed by applicants presenting facts alleging irregularity, fraud and/or error in application screening or in exam scoring. Appeals must be in writing and submitted to the Chief Executive Officer within seven (7) days after the examination results are mailed.

DISCLAIMER

Stanislaus County reserves the right to revise the examination plan described in this flyer to better meet the needs of County service. The provisions of this bulletin do not constitute an express or implied contract. Any provision contained in this bulletin may be modified or revoked without notice. The information contained in the bulletin is information, which sets forth a general summary of benefits for this respective position. This information is not legally binding. The benefits and other information regarding this position may be found in the Stanislaus County Code, the Stanislaus County Personnel Policies manual, or in the applicable Memorandum of Understandings, and such information prevails over information contained in this flyer. Questions regarding this announcement may be directed to the Stanislaus County Chief Executive Office/ Personnel.

The Job Task Analysis provides information detailing the physical and functional demands of the classification. For the complete job task analysis, visit the Risk Management website at <http://www.stancounty.com/>