



# THE COUNTY OF STANISLAUS HEALTH SERVICES AGENCY

**August 27, 2021—September 7, 2021**



**Public Information Officer (Manager II)**

**\$66,851.20—\$100,256.00 Annually**

**Interviews are tentatively scheduled for the week of September 20, 2021**

## Public Information Officer (Manager II)

The Stanislaus County Health Services Agency invites applications from qualified candidates who are dedicated to public service and who possess strong administrative, communication, and leadership skills for the vacancy of a Public Information Officer. This position will be funded by the ELC grant.

### **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 545,267 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 California State University Stanislaus, 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 43 degrees in the winter, to an average high of 92 degrees in the summer. Temperatures move up into the high 90s during the summer months with low humidity and cool evening breezes from the San Joaquin Delta.

Stanislaus County has a current year total budget of \$1.4 billion and over 4,500 positions within 27 agencies and departments.

### **About the Department**

The Stanislaus County Public Health, a department of the County's Health Services Agency, has been part of the County's Department Operations Center (DOC) due to the Governor and the County Chief Executive Office declaring the COVID-19 pandemic an emergency. Additional and extraordinary goals have been established for the department with the primary goal to slow the spread of the virus.

Health Services Agency employees support the department's mission to promote, protect, and improve the health of the community through leadership, partnership, and innovation.

Public Health Services include: assessment of the health status of residents, disease prevention, community mobilization, outreach, education, disease control, policy recommendation, and assurance of quality health care services.

HSA holds strongly to its vision of "Healthy People in a Healthy Stanislaus" by developing its services with the community, in ways that support community need.

### **The Position**

The Public Information Officer (PIO) Manager is responsible for developing, implementing, and managing multiple comprehensive public and media relations programs. They are the public face of our organization and serve as the central point of contact for communications and information. The PIO Manager is responsible for ensuring that all communications and information shared is accurate and accessible. They play a key role in developing materials, organizing events, and maintaining a social media presence. During serious public health pandemics, they act as the communication liaison between hospitals, community organizations, government agencies and the public promoting cooperation, connection, and a steady flow of information. The ideal candidate for this position is someone with excellent communication, organizational and project management skills, and a deep understanding of the role of public health within the community. They need to be able to perform well under pressure and have a strong commitment to setting and maintaining high standards that protect the image and identify of the organization.



### Typical Duties and Responsibilities

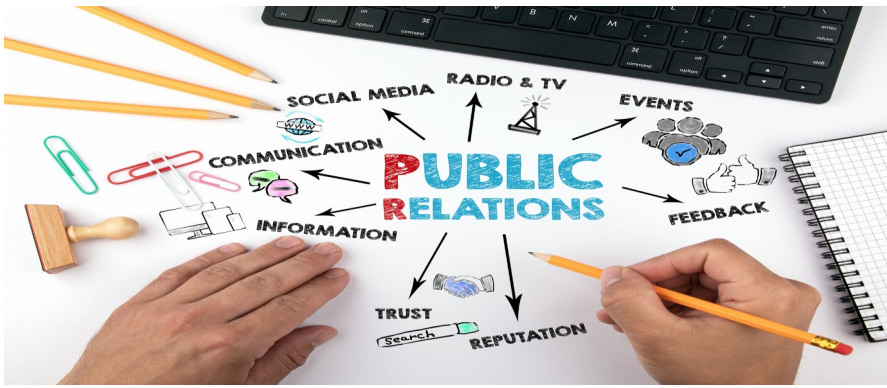
- Assist in developing an overall COVID-19 public information plan and strategies for increasing public awareness of services, activities and accomplishments ensuring that a unified, consistent message/theme is delivered;
- Assist in the maintenance of the official agency website and social media accounts, including accurate, consistent, relevant, and timely dissemination of information;
- Draft speeches, presentations, write press releases, prepare information for distribution by media outlets, and assist in identifying appropriate spokespeople and subject matter experts for interviews with the news media;
- Serve as a primary contact and liaison with media/press representatives; respond to requests from the press for official statements of the department's position on issues/incidents of public interest; and ensure involvement by various constituencies and communities;
- Oversee the development of the various internal and public information activities such as print, audio and visual materials; and
- Oversee involvement in special events; media relations; presence on the internet and other electronic media; mass mailings, annual reports, signage and other informational and promotional documents.

### Skills/Abilities

- Analyze work and special projects;
- Ability to communicate clearly and concisely, both orally and in writing; must be able to write compelling, concise press releases and speeches;
- Have outstanding interpersonal and community relations skills and the ability to communicate and work effectively within a diverse community;
- Detail-oriented with strong organizational and time-management skills able to effectively work on several projects at the same time;
- Interest and experience in public relations, public health or health services sector;
- Know techniques of assessing workflow and output;
- Problem Solving skills, ability to handle difficult and sensitive situations with discretion and grace; and
- Ability to think strategically, assess workflow and output and implement tactical initiatives.



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### Knowledge

- Strong understanding of the media, including social media;
- Advanced experience with Microsoft products (Outlook, Word, Excel) and database application, social media and virtual platforms;
- Know the principles of supervising, training and able to complete performance evaluations;
- Basic understanding of social determinants, health disparities and health and racial equity.

### Education

- Bachelor's degree in communications, public relations, marketing, journalism, or related field; **AND**
- At least three (3) years of public relations, communications, marketing, public health, health systems experience, or the equivalent.

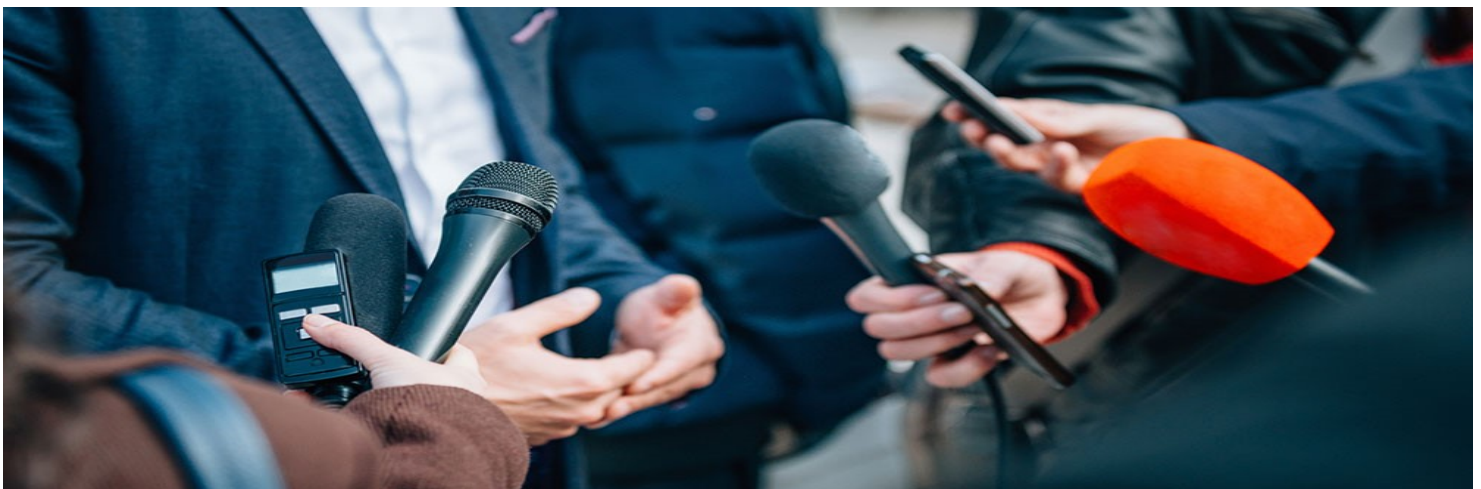
Proof of Education must be provided at the time of application. Applicants who are not able to submit proof must call (209) 558-7106 to make other arrangements before 5pm on the final filing date. Failure to submit proof or make other arrangements before the final filing deadline may result in disqualification.

## BENEFITS PACKAGE

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

- Excellent retirement benefits (2% at approximately age 61 formula);
- Medical, dental, vision, and basic term life insurance plans;
- County paid Deferred Compensation at 1.5% of base salary;
- Three weeks annual vacation upon entering County service;
- 32 additional vacation hours annually;
- 56 hours administrative/management leave per year (does not carry over);
- 96 hours of sick leave annually;
- 10 paid holidays annually;
- \$900 annual Professional Development reimbursement;
- Car allowance;
- Moving allowance;
- Disability protection;
- Optional participation in Flexible Spending Account programs;
- Optional Supplemental Life & AD&D insurance plans; and
- Employee Assistance Program.

Details available upon request.



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### **CLASSIFICATION INFORMATION**

Unless otherwise provided, this position is part of the Unclassified Service of the County and is considered 'at-will' and is designated Management for labor relations purposes. Incumbents are also subject to overtime, standby, callback, weekend, holiday and shift assignments. The individual selected will participate in the Stanislaus County Pay-for-Performance program, as well as receive additional benefits.

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/riskmgmt/> under the "Disability" tab.

### **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.

### **RECRUITMENT ACCOMMODATIONS**

Arrangements may be made to accommodate disabilities and religious convictions. Applicants requiring testing accommodations are required to complete and submit the Testing Accommodation Request Form prior to the test administration date. Special arrangements for religious convictions should be included in the "Additional Information" section of the application form. <http://www.stancounty.com/personnel/pdf/ADATestingForm.pdf>

### **GENERAL INFORMATION**

Appointment to County employment is contingent upon passing a fingerprint criminal background check. Some positions may also require a County-paid pre-employment drug screening. Some positions may require possession or the ability to obtain, and maintenance of a valid California Driver's license or the ability to utilize an alternative method of transportation when needed to carry out job related essential functions.

### **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 Office 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 Human Relations team.

The Mission of Club Wellness is to facilitate and encourage the "good health" of the county workforce. "Good health" is a state of complete physical, social and mental well-being, and not merely the absence of disease or infirmity; health is a resource for everyday life, not the object of living, and is a positive concept emphasizing social and personal resources as well as physical capabilities. The program seeks to increase awareness and knowledge of all employee benefits, nurture a team spirit and positive health behaviors, to motivate employees to adopt healthier habits and to provide opportunities and a supportive environment to create positive lifestyle changes. For more information on Club Wellness go to [www.myclubwellness.org](http://www.myclubwellness.org)

