
Butte County Mosquito and Vector Control District

POLICY MANUAL

POLICY TITLE: Job Description - Public Information Officer
POLICY NUMBER: 6090

6090.1 Nature of Work

6090.1.1 Under the direction and direct supervision of the District Manager, the Public Information Officer develops, implements, and manages the District communication plans and media strategies; serves as communications counsel to the District Manager; coordinates major press events, crisis communication, media management, and public outreach on District planning and policy issues.

6090.1.2 The Public Information Officer (PIO) is responsible for all phases of public information programs designed to keep the public aware of the operations and objectives of the District. The PIO has extensive responsibility for maintaining contact and open channels of communication with District officials, media, and the public.

6090.1.3 Direction and direct supervision of the Public Education Coordinator. Assignments may require the indirect supervision of clerical support staff.

6090.1.4 In the case where a Public Education Coordinator is not employed with the District, the Public Information Officer must cover the illustrative tasks of the Public Education Coordinator.

6090.2 Illustrative Tasks

6090.2.1 Develops, implements, and manages communication plans and media strategies consistent with issues and priorities of the District Manager and the Board of Trustees; attends and participates in issue briefings, District management team meetings, and District Board meetings.

6090.2.2 Consults and provides technical guidance to District departments, and individuals designated as media/public information officers.

6090.2.3 Initiates, schedules, and maintains the District public education and outreach calendar; plans, coordinates, and schedules public events; prepares key message statements for District management staff, office staff, and field staff; conducts, initiates, or schedules public event booth setup.

6090.2.4 Serves as the District's Public Information Officer during District wide emergencies to develop and direct emergency information to the press, media, District employee, Board of Trustees, and the general public.

6090.2.5 Monitors and proposes Education and Publicity expenditures for consideration by the District Manager.

6090.2.6 Writes, produces, and distributes annual reports, quarterly newsletters, news releases, and other materials; monitors and issues press pass permits to local radio, print, and television media.

6090.2.7 Keeps informed of current developments in vector control, reads professional literature, and participates in professional associations; works with the California Department of Public Health and universities if needed and/or requested.

6090.2.8 Provides direction for and manages media related clerical assignments given to the District Manager's support staff. Develops, implements, and oversees communication plans, media strategies, marketing, and public affairs programs in accordance with department goals, mission, and values; researches public opinion and emerging issues; advises department managers on emerging and urgent communication issues; recommends responses; trains managers and supervisors on media and public relations issues.

6090.2.9 Plans, organizes, and implements logistics of press events and media relations that support communication initiatives of the department; coordinates events with public and private sector agencies, businesses and community groups; serves as the departmental spokesperson.

6090.2.10 Develops and distributes media releases, media advisories, news releases, newsletters, informational brochures, speeches (including PowerPoint), and other materials to alert the public of District programs, events, and services; coordinates development and implementation of intranet based services; develops, maintains, and manages the District's website, website pages, website content, and maintains, manages, and schedules the District's email notification system.

6090.2.11 Responds to requests from the District Board of Trustees; prepares and presents briefings to the District Board of Trustees, business leaders, and community groups; conducts or advises in the conduct of focus groups, public hearings, and community meetings; develops curriculum and presents information to school and community organizations.

6090.2.12 Manages and maintains the District's GIS system; addresses and repairs field staffs equipment, software, and training issues; provides training to all new and existing field staff; communicates with the District's contracted GIS oversight agency.

6090.2.13 Must maintain a safe and clean work environment.

6090.2.14 Performs related work and other assigned tasks/assignments as directed by management in a timely and efficient manner.

6090.3 Secondary Illustrative Tasks

6090.3.1 Due to work volume, financial and staffing constraints, and other unknown and/or unanticipated conditions, at times, this position may be assigned other tasks, including field surveillance and control operations; clerical and/or office operations; mechanical and maintenance operations; public education and outreach operations; and other operations as needed, requested, and/or required.

6090.4 Knowledge, Abilities, and Skills

6090.4.1 Knowledge of the duties and responsibilities of the Butte County Mosquito and Vector Control District.

6090.4.2 Knowledge of mosquitoes, ticks, and other vectors and vector-borne disease related to the District and/or District's service area.

6090.4.3 Thorough knowledge of the principles of public relations, public information, and media relations.

6090.4.4 Thorough knowledge of District government structure and processes.

6090.4.5 Knowledge of the principles and techniques of mass communication, public speaking, and journalism.

6090.4.6 Ability to speak, write, and understand English, including grammar, punctuation, spelling; principles and techniques of speech and written composition.

6090.4.7 Ability to direct, supervise, advise, and coordinate various public relation and outreach functions of the District.

6090.4.8 Ability to use computers and computer applications; knowledge of Microsoft Office is mandatory. Knowledge of Adobe Illustrator, Photoshop, and InDesign is desired.

6090.4.9 Ability to speak effectively before the general public, groups, and staff and conduct public presentations.

6090.4.10 Ability to establish and maintain effective working relationships with other employees and the public.

6090.4.11 Ability to write and edit articles for publication, speeches, and scripts for radio and television.

6090.4.12 Ability to interpret and evaluate staff reports and develop communication plans based on objectives.

6090.4.13 Ability to proactively interact with District management, public officials, community leaders, the press, and the general public.

6090.4.14 Knowledge of federal, state, and local laws and regulations pertaining to driving, vector control, and disposal/storage of hazardous material.

6090.5 Working Conditions

6090.5.1 The Public Information Officer may be exposed to pesticides, communicable diseases, and other health hazards; inclement weather conditions, and verbal confrontations from the public. The Public Information Officer must be willing to occasionally work non-standard work schedules including evenings, weekends, and holidays.

6090.6 General Requirements

6090.6.1 The Public Information Officer must possess sufficient education and/or experience to perform the technical tasks assigned. Under normal circumstances the education/experience requirement will be met by a Bachelor's degree majoring in communications, journalism, English, graphic arts, or another closely related field or an Associate's degree and four years of experience, or a combination of education and experience in a field directly requiring knowledge of the biological sciences.

6090.6.2 Possess or qualify for and immediately obtain and retain during the course of employment a valid California Driver's license, and have and maintain a safe driving record as required by the District's insurance carrier.

6090.6.3 Possession of valid certificates of the California Department of Public Health's certified technician in Mosquito and Vector Control categories A, B, C, and D, or must obtain within 12 months of employment and must be maintained throughout employment for this position.

6090.6.4 Have the ability to meet any requested experience and or education necessary to obtain any required licenses or certifications and retain such licenses or certification during the course of employment.

6090.6.5 Be able to provide clear verbal communication and be able to hear, read, understand and speak English.

6090.6.6 Be able to read and comprehend written instructions, including detailed technical instructions for repair, calibration, and operation of mechanical and electrical equipment, all spray equipment and safe handling instructions on pesticide labels.

6090.6.7 Be willing to learn new and different skills and abilities as required by the District. A Public Information Officer may be assigned other tasks, as required by changing District programs and needs, and must be willing to take on new challenges as necessary.

6090.6.8 Not obtain outside employment, if in the District Manager's judgment it will conflict with the District program, or reduce the Public Information Officer's ability to satisfactorily perform required duties.

6090.7 Physical Requirements

6090.7.1 Employees are responsible for maintaining their physical condition in a state that will allow them to be able to perform the duties of their position and to be in a physical condition that does not increase the danger or likelihood of injury on the job.

6090.7.2 Body Movements: Must have full mobility and use of both arms. Must have the ability for full extension above the head to lift or remove equipment during normal daily activity. Must have the ability and range of flexibility to reach over the head, reach below the knees and to bend over or squat down. Must be able to move quickly in fieldwork areas known to be inhabited with venomous snakes, other potentially dangerous vectors and animals.

6090.7.3 Constant: Activity or condition existing 2/3 or more of the time. Must be able to conduct field operations, to carry equipment weighing up to 50 pounds. Have mobility of arms to reach and dexterity of hands and fingers to grasp and manipulate small objects. Be able to provide clear verbal communications and be able to hear, read and speak English. Must be able to work in weather ranging from below freezing to above 100 degrees Fahrenheit while wearing the appropriate personal protection equipment for eye protection, hearing protection and respirator if required.

6090.7.4 Frequently: Activity or condition existing from 1/3 to 2/3 of the time. Lifts, carries and uses equipment and supplies weighing up to 50 pounds. Standing and sitting for extended periods while running computers, software programs, presenting and performing office duties. The position requires the frequent operation of a computer keyboard ranging in length from short to extended periods of time. Be able to operate a motor vehicle with a standard and automatic transmission.

6090.7.5 Occasionally: Activity or condition existing up to 1/3 of the time. Requires being able to climb over or through fences, climb ladders, squat, bend over and lift equipment up to 25 pounds above the head.

6090.7.6 Vision: The position requires adequate vision (which may be corrected) to read, write, drive during the day and at night and safely perform the essential functions of the job under the conditions listed above.

6090.8 Post Offer Requirements

6090.8.1 Qualifying person must pass a post-offer physical examination for his or her ability to perform the essential functions of the job and a drug screen at District expense.

6090.9 Other Information

6090.9.1 Anyone employed as Public Information Officer at the time these amendments are adopted shall be considered to have met the education/experience requirements for this position.

6090.9.2 The District Manager and the Board of Trustees reserves the right to change or amend this job description at their pleasure.

Adopted September 2012