



# TOWN OF PITTSBORO

Invites applications for the position of:

## Public Information Officer

An Equal Opportunity Employer

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**HIRING SALARY** \$55,000 - \$65,000 Annually (Anticipated Hiring Range)

**CLOSING DATE** Open Until Filled

**POSITION TYPE** Full-Time (Monday – Friday, 8:30am – 5:00pm)

**DEPARTMENT** Administration

The Town of Pittsboro is seeking its first ever Public Information Officer. This position will work closely with the Town's leadership to increase the Town's public relations and marketing efforts. This position will disseminate information and updates on Town business via direct distribution lists, the Town website, social media, and other platforms. This position will engage the public, work closely with staff from other departments, external agencies, as well as elected and appointed officials, on topics across the varied fields of Town business.

### **ESSENTIAL DUTIES AND RESPONSIBILITIES:**

- Performs professional work developing public information programs and marketing services, preparing news releases, speech materials, informational documents, coordinating special events, assisting with special projects and performs related work as apparent or assigned. Work is performed under the general direction of the Town Manager.
- Responsible for the development and updating of the Town's communication strategies to better share the story of Pittsboro with our citizens, residents, and the region.
- Responsible for the content management of the Town's website and social media accounts, in coordination with individual Town department heads.
- Responsible for alerts pertaining to Town elected and appointed board agenda information and the facilitation of the Town's sunshine distribution list.
- Serves as an essential employee in the Town's response to emergency and crisis situations for communication and messaging to the public.
- May assist in spokesperson duties as a designee of the Mayor or Town Manager.
- Composes and produces reports, news articles and news releases, informational brochures, and reference materials at the request of the Town Manager to assist the Board of Commissioners or staff.
- Performs other duties as assigned.

## **KNOWLEDGE, SKILLS AND ABILITIES:**

- Thorough knowledge of the principles and practices of community, public and media relations.
- Ability to communicate effectively with individuals and groups regarding complex or controversial public policy issues or regulations.
- Demonstrated strength in writing and editing.
- General knowledge of the organization, function and method of Town operations and departments.
- Skill in the use of computer equipment.
- Ability to write public information reports and releases.
- Ability to gather and analyze facts on a variety of subjects matters and to assemble and present concise reports and presentations.
- Ability to communicate complex ideas and sensitive topics effectively, orally and in writing.
- Ability to develop and maintain trust-based working relationships with employees of other departments, representatives of other organizations and agencies, property owners, neighboring jurisdictions, Town officials, and the public.
- Ability to think conceptually; observe and evaluate trends; analyze data; draw logical conclusions and make sound decisions.

## **QUALIFICATIONS:**

### **EDUCATION, EXPERIENCE AND OTHER REQUIREMENTS:**

- Graduation from an accredited four-year college or university with a Bachelor's degree in or significant coursework in communications, public administration, marketing, business management or related field plus 1-2 years of relevant professional experience in public relations or an equivalent combination of education and experience.
- Preference for 3-5 years of experience that provides the applicant with a comprehensive knowledge of communication principles, practices, and techniques as they relate to local government.
- Ability to obtain Federal FEMA NIMS certification within one-year of employment.
- Valid North Carolina driver's license.
- Completion of a background check and a drug screen.

### **PHYSICAL DEMANDS AND WORK ENVIRONMENT:**

The physical demands and work environment described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable the individuals with disabilities to perform the essential functions.

- Work is performed primarily in a standard office environment and occasionally outdoors.
- Work involves walking; talking; hearing; using hands to handle, feel or operate objects, tools, or controls; and reaching with hands and arms.
- Vision abilities required by this job include close vision and the ability to adjust focus.
- The employee may be required to push, pull, lift, and/or carry objects up to 40 pounds
- Work may periodically require the employee to climb, balance, bend, stoop, kneel, crouch, and/or crawl.

**ADDITIONAL INFORMATION:**

- Interested applicants must submit a completed online application to be considered.
- This is a continuous recruitment; review of applications will begin immediately. Prompt application is highly encouraged. Recruitment will close without notice when a sufficient number of qualified applications are received or all hiring decisions have been made.
- Successful candidates will be subject to a background check and drug screening.
- Applications are available on the Town's website at <https://pittsboronc.gov>
- Mail applications and resumes to the Town Clerk at P.O. Box 759, Pittsboro, NC 27312 or email to [cbullock@pittsboronc.gov](mailto:cbullock@pittsboronc.gov)