

# **PUBLIC AFFAIRS SPECIALIST I**

**GRADE: 10**

## **GENERAL DESCRIPTION**

Under general direction, assists in public relation activities designed to provide County employees, citizens and area media with current information regarding all aspects of County operations; Supports Commissioners Court and County Departments in the areas of public information, media relations, and other communications services.

## **EXAMPLES OF WORK PERFORMED**

Performs substantial background research, writing, content development for press releases, talking points, presentations, issues briefs, and other print and online publications

Assists in responding to information requests and inquiries from media and the public

Assists citizens and media during Commissioners Court and other public meetings

Assists in planning and coordination of special events, press conferences, and other County activities

Prepares news releases, newsletters, information articles, legislative testimony, speeches and other materials as assigned; Distribution of information includes the use of the Internet

Interacts with the Commissioners Court, elected officials, County departments, media, community and civic organizations, government and public organizations, private and business organizations and the general public

Performs all other related duties involved as assigned or required

Work in fast-paced, demanding environment

In emergency or crisis situations, must be available to work on call and/or around the clock

## **GENERAL QUALIFICATION GUIDELINES**

### **Experience and Education**

Bachelor's degree in Public Relations, Journalism, Public Administration or related field; Master's degree preferred; Minimum of three (3) years of experience or equivalent combination.

### **Knowledge, Skills and Abilities**

Knowledge of principles and practices of public relations and mass communication

Basic knowledge of local government

Knowledge of marketing techniques and practices, including public opinion research techniques, methods, and tools

Excellent written and verbal communication skills required

Fluent in English and Spanish

Ability to research and produce written material and content in a timely manner

Ability to enunciate and articulate well enough to speak to groups of people

Ability to keep abreast of emerging issues, media trends, best practices

High standards of excellence, tact, discretion, honesty, integrity and professionalism in community relations.

Ability to use independent judgment and maintain confidentiality.

### **PHYSICAL DEMANDS:**

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job.

While performing the duties of this job, the employee is regularly required to talk or hear. The employee frequently is required to stand. The employee is occasionally required to walk; sit; use hands to find, handle, or feel objects, tools or controls; reach with hands and arms; climb or balance; stoop and kneel.

The employee must occasionally lift and/or move over 25 pounds. Specific vision abilities required by this job include close vision, depth perception, and the ability to adjust focus.

### **WORK ENVIRONMENT:**

The work environment characteristics described here are representative of those an employee encounter while performing the essential functions of this job.

The noise level in the work environment is usually moderate.

### **SAFETY REQUIREMENTS:**

Maintain physical conditions appropriate to the performance of assigned duties and responsibilities which may include the following:

- sitting for extended periods of time
- standing for extended periods of time
- operating assigned equipment

Maintain mental capacity which permits:

- making sound decisions and using good judgment
- demonstrating intellectual capabilities

Effectively handle a work environment and conditions which involve:

- working closely with others
- working in a multi-task environment

Maintain effective audio-visual discrimination and perception needed for:

- making observations
- reading and writing
- operating assigned equipment
- communication with others
- required to follow the Hidalgo County Accident Prevention Plan and department's safety regulations

