



Township of Monroe

County of Middlesex

JOB ANNOUNCEMENT

PUBLIC INFORMATION OFFICER (Full-Time)

General Description:

The Public Information Officer reports to the Business Administrator. Manages and oversees the Office of Public Information and its function. Under direction, plans, directs, and performs work involved in the collection, preparation, and dissemination of information regarding the plans, goals, programs, and achievements of Monroe Township through newspaper, radio, television, flyers, periodicals, and other communication/social media; furnishes advice and consultation to management concerning the information needs of the public; does other related duties as required.

NOTE: *The examples of work for this title are for illustrative purposes only. A particular position using this title may not perform all duties listed in this job specification. Conversely, all duties performed on the job may not be listed.*

Duties Include But Are Not Limited To:

- Deal tactfully and efficiently with the general public in providing information and guidance.
- Determines the objectives of the informational program and the methods by which they will be put into effect in terms of available resources and Township priorities; plans media coverage and methods to present the desired information to the public.
- Plans public information programs and disseminates information to inform the public or affected groups about the work of the Township including videotaping/recording of Township events.
- Manages Township TV station, website, newsletter, Facebook and/or other social media; ensures consistency, accuracy and compliance.
- Writes, edits, or oversees the writing and editing of copy; reviews and evaluates for policy and content; styles informational and promotional materials such as press releases, publications, TV station slides, radio and television programs, and photographs; assesses the value and effectiveness of written material in achieving Township's information and program objectives.
- Incorporates the basic philosophy of management in speeches and in other written or printed material; interprets facts as presented.
- May arrange and direct press conferences, radio, or television interviews of management officials.

- May conduct information programs to inform employees of activities, Township performance, and of applicable administrative decisions.
- Establishes and maintains liaison and cooperative working relationships with media representatives and with interested public, private, and volunteer groups to ensure understanding of the Township's programs and to create and maintain a favorable public image.
- Supervises technical assistants and other employees; responsible for effectively recommending the hiring, firing, promoting, demoting, and/or disciplining of employees in the department.
- Selects appropriate subject matter; collects data relating to issues from varied sources, draws reasonable unbiased conclusions, and utilizes facts pertinent to specific cases to prepare clear, concise, and informative articles and news releases for publication.
- May arrange for, and/or conduct meeting and public contact programs to familiarize residents, community groups, business concerns, nonprofit organizations, and other government agencies with the activities of the Township; may select speakers for public meetings.
- May conduct or oversee public surveys and other information gathering activities designed to identify public or consumer interests, attitudes, and habits.
- Oversees department's budget including preparation of annual budget requests in coordination with the Department of Administration & Finance as per Township Policy.
- Will be required to learn to utilize various types of electronic and/or manual recording and information systems used by the Township, office, or related units.

Qualifications:

KNOWLEDGE AND ABILITIES:

- Knowledge of the principles and techniques involved with the use of varied modern media.
- Knowledge of objectives of public information programs.
- Knowledge of the surveys, techniques and other information gathering processes to determine the attitudes and reactions to Township programs.
- Knowledge of the procedures involved to collect, analyze, and interpret complex, factual data.
- Ability to arrange and/or conduct information programs, interviews, press conference, surveys, and other programs utilized to disseminate public information.
- Ability to utilize communication and media for the dissemination of information.
- Ability to evaluate the public information potential of written materials, illustrations, photographs, and television.
- Ability to gather, analyze, and interpret information on a variety of subjects relevant to Township operations.
- Ability to analyze, select, and present information in a suitable form for presentation and use by varied public information media.
- Ability to plan, organize, and direct various public information programs.
- Ability to establish liaison and maintain cooperative working relationships with representatives of the press, radio, television, public official, community groups, and officials.
- Ability to organize assignments and coordinate various activities and the individuals involved in committee operations.

- Ability to analyze and interpret basic law, relations, policies, and standards and apply them to specific situations.
- Ability to utilize the English language with the skill and discrimination necessary to prepare written material that is understandable to individuals with varied educational levels, occupational interests, and backgrounds.
- Ability to effectively write and edit brochures, bulletins, and other publications relating to Township activities.
- Ability to review and edit written material, correct, proof, and select illustrations.
- Ability to maintain records and files.
- Ability to utilize various types of electronic and/or manual recording and information systems used by the Township, office, or related units.
- Ability to read, write, speak, understand, and communicate in English sufficiently to perform the duties of this position. American Sign Language or Braille may also be considered as acceptable forms of communication.

LICENSE / CERTIFICATION, EDUCATION AND EXPERIENCE:

- Valid NJ Driver's License.
- Three (3) years of experience in work involving the dissemination of information in the field of news media, public relations, publicity, and/or advertising.
- Graduation from an accredited college with a Bachelor's degree preferred

Successful candidate must reside in New Jersey, unless otherwise exempted by law and is required to pass a pre-employment drug screen, background check and motor vehicle record check.

Persons with mental or physical disabilities are eligible as long as they can perform the essential functions of the job after reasonable accommodation is made to their known limitations. If the accommodation cannot be made because it would cause the Township undue hardship, such persons may not be eligible.

Wages:

Pursuant to Salary Ordinance.

Application Procedure:

Interested parties may obtain applications from the Division of Health & Human Resources located at Monroe Township Municipal Complex, 1 Municipal Plaza, Monroe Township, NJ 08831 or by visiting www.monroetwp.com. Completed applications should include a cover letter with resume attached and submitted to the Division of Health & Human Resources no later than **October 15, 2018.**

THE TOWNSHIP OF MONROE IS AN EQUAL OPPORTUNITY EMPLOYER (EOE)