

Classification Title: Public Information Officer - Sheriff

FLSA Status: Exempt

BRIEF DESCRIPTION: Works in collaboration with staff members at all levels of the organization to identify, recommend, develop, implement and support effective communications and public relations, products, services and outcomes that meet the needs of the Citizens' of Wake County. Provides leadership and guidance and participates in regional, statewide, and national discussions and professional societies, initiatives and meetings.

ESSENTIAL FUNCTIONS:

This information is intended to be descriptive of the key responsibilities of the position. The following examples do not identify all duties performed by any single incumbent.

S Sedentary	L Light	M Medium	H Heavy	V Very Heavy
Exerting up to 10 lbs. occasionally or negligible weights frequently; sitting most of the time.	Exerting up to 20 lbs. occasionally, 10 lbs. frequently, or negligible amounts constantly OR requires walking or standing to a significant degree.	Exerting 20-50 lbs. occasionally, 10-25 lbs. frequently, or up to 10 lbs. constantly.	Exerting 50-100 lbs. occasionally, 10-25 lbs. frequently, or up to 10-20 lbs. constantly.	Exerting over 100 lbs. occasionally, 50-100 lbs. frequently, or up to 20-50 lbs. constantly.

#	Code	Essential Functions
1	S	Provides guidance, direction and services to Wake County Sheriff's Office to ensure that the approach to communication and public relations is comprehensive, appropriate, effective, and innovative.
2	S	Participates in the development and advancement of Wake County's communication channels (new media, radio and high-profile photography services. Participates in the development of the strategic planning for the Sheriff's Office online presence via social media.
3	S	Develops and enhances professional working relationships with community resources, partner agencies and organizations.
4	S	Participates as a member of the Department's Senior Leadership Team which sets policy direction for Wake County Sheriff Office operations. Provides information on communication and public relations efforts.

CLASSIFICATION REQUIREMENTS:

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Education	Bachelor's degree in Journalism, Communications or related field.
Experience	Eight years of experience in journalism or public relations.
Certification and Other Requirements	A valid driver's license and a "safe" driving record required.
Equivalent Education & Experience Accepted?	Yes

Public Information Officer - Sheriff

CLASSIFICATION REQUIREMENTS	
Reading	Advanced
Math	Advanced
Writing	Advanced
Managerial	Receives Broad Direction.
Budget Responsibility	Has no budget responsibility.
Supervisory / Organizational Control	No responsibility for the direction or supervision of others.
Interpersonal / Human Relations Skills	Work requires very frequent and regular contact with others in a direct reporting relationship as well as others outside of a direct reporting relationship. The purpose of the contact broad reaching and dynamic and may include the communication specific issues and/or general policies. Interaction with others outside of the department requires exercising participative management and negotiation skills that support County strategy and organizational goals. Work also requires the communication with direct reports to ensure maximum productivity in work assignments. Makes presentations and answers questions in regard to presentation materials and findings.

OVERALL PHYSICAL STRENGTH DEMANDS:

Sedentary	X	Light	Medium	Heavy	Very Heavy
Exerting up to 10 lbs. occasionally or negligible weights frequently; sitting most of the time.		Exerting up to 20 lbs. occasionally, 10 lbs. frequently, or negligible amounts constantly OR requires walking or standing to a significant degree.	Exerting 20-50 lbs. occasionally, 10-25 lbs. frequently, or up to 10 lbs. constantly.	Exerting 50-100 lbs. occasionally, 10-25 lbs. frequently, or up to 10-20 lbs. constantly.	Exerting over 100 lbs. occasionally, 50-100 lbs. frequently, or up to 20-50 lbs. constantly.

MACHINES, TOOLS, EQUIPMENT, AND WORK AIDS:

Cameras, photo editing equipment, computers, printers and related software

PRIMARY WORK LOCATION	
X Office Environment	Shop
Clinic	Vehicle
Recreation Centers/Neighborhood Centers	Warehouse
Outdoors (see 1 below)	Other

PROTECTIVE EQUIPMENT REQUIRED:

None.