



Town of Needham Massachusetts

Town of Needham	Public Information Officer	
Office of the Town Manager	Grade: G-21	Status: Full-Time, Exempt

Overview

Working under the general direction of the Town Manager/designee, the Public Information Officer (PIO) directs the implementation of an integrated communications strategy for the Town, incorporating media broadcasts, written materials, and social media trends and applications. Work includes conceptualizing, developing, and implementing media and advertising campaigns, marketing programs, and various special projects that positively represent the Town of Needham's operations, departments, and businesses. The PIO's focus will be on the conveyance of public information, and the successful representation of the Town's interests via social media and traditional news outlets. In addition, incumbent will develop and implement strategies for increasing the public's knowledge of Town operations through a variety of methods.

Duties

Cultivates relationships and maintains contacts with external public relations representatives to foster a collaborative effort in promoting the Town as a premier location to live, work and play. Identifies Town projects and programs for positive media coverage potential, and facilitates strategies to promote those activities.

Builds and fosters long-term working relationships with stakeholders; responds to media requests for information and facilitates media interviews with appropriate Town officials; oversees development of news releases, news materials, and fact sheets; develops talking points for Town officials; and monitors and reviews departmental communications to external audiences to ensure that all departments are sending a consistent message to the targeted public.

Promotes citizen participation through online marketing efforts; increases knowledge of Town operations through partnerships and media outlets; and promotes the use of video through the Town's public access and other media.

Conveys information and provides education and awareness to citizens and business stakeholders regarding Town initiatives through the creation and distribution of press releases, advertisements, editorials, media kits, calendars, brochures, public service announcements, articles, flyers, award submissions, resolutions/proclamations, and other forms of communication; prepares and publishes advertising campaigns to promote the Town of Needham.

Ensures that all Town outreach and information is conveyed in a consistent and professional manner; attends various staff meetings, public meetings, events, celebrations, press conferences, etc. to gather, communicate, and promote information relevant to the Town; and assists with ensuring that time-sensitive and emergency information is conveyed to residents as needed, including updating the Town's website and social media accounts and responding to events both during and after regular business hours.

Collaborates closely with the Office of the Town Manager and Information Technology Center relative to website content and design, and the implementation of new channels of communication; edits, promotes, and assists in maintaining the Town's social media and outreach accounts, ensuring compliance with established guidelines and consistency in messaging; and responds to citizen questions and comments when applicable. Monitors both internal and external social media accounts and provides accurate information as required.

Interfaces with internal and external users including residents regarding new web services, requests, and complaints; creates and maintains web content for departments as necessary; organizes training sessions and provides functional oversight to Town administrative staff regarding the creation and posting of content.

Works in partnership with the Director of Human Resources to promote the Town as a leading employer through various outlets include websites, social media, newsletters, employee testimonials, podcasts and special events.

Provides status updates and reports to the Town Manager's Office; keeps the Town Manager abreast of current and projected concerns of the citizenry; assists the Office of the Town Manager in compilation, coordination and distribution of materials and information; attends Town Meetings and relevant public hearings; assists in the development of communication materials including the Annual Town Report; takes photographs for website, press releases, slide shows, and the Annual Town Report; assists the Town Clerk in coordinating and responding to requests for public records as requested; and performs special projects and related responsibilities.

Education & Experience

Position requires a Bachelor's Degree in communications, journalism, marketing, business administration or a related field plus at least five years of experience dealing with social networking and website administration, preferably in a municipal or government setting; or any equivalent combination of education and experience.

Knowledge, Skills & Abilities

- Ability to communicate effectively both verbally and in writing.
- Strong interpersonal skills with a high level of social perceptiveness; ability to engage and form relationships with all stakeholders in a wide variety of settings; ability to effectively deal with all members of the public in a courteous and tactful manner; ability to establish and maintain good working relationships.

- Strong time management and organizational skills; attention to detail; ability to multi-task, self-motivate, and regularly reassess priorities; and ability to work under pressure and manage stress.
- Ability to use and apply discretion in order to maintain a high level of confidentiality while determining how and when dissemination of information is appropriate.
- Extensive technological knowledge including all MS Office applications, publishing and design software, and social media; knowledge and skill in using digital photography equipment.
- Acute understanding, familiarity, and skill regarding maintenance and outreach using social media.
- Familiarity with local government functions; ability to comprehend Townwide operations and goals and develop effective ways to relay Town operations through a wide variety of media outlets, including web-based programming and Public Education and Government (PEG) access efforts.
- Competency in working independently and in handling assignments with a high degree of flexibility.
- Ability to work in multiple locations and remotely.

Independent Action

The PIO establishes personal standards of work performance and functions independently to develop program and project objectives within a broad framework of policies and Town-wide goals set forth by the Town Manager.

Supervisory Responsibility

The PIO does not directly supervise staff, but does exercise considerable authority in areas of communications and leads Town departments and divisions towards the achievement of communications goals and objectives.

Physical and Environmental Standards

- Normal office environment, not typically subject to extremes in temperatures, noise, odors etc.; may occasionally be on location of emergency situations or events exposed to weather, noise, etc.
- Regular interruptions to assist citizens.
- May spend extended periods at terminal, on telephone, or operating other office machines, requiring eye-hand coordination and finger dexterity.
- Regular lifting and carrying of files, documents, records, etc.
- Travel by personal automobile within the Town.

Other Requirements

- Position requires possession of a valid State-issued driver's license.

This job description does not constitute an employment agreement between the employer and the employee, and is subject to change by the employer as the needs of the employer and the requirement of the job change.