

CLASS SPECIFICATION
County of Fairfax, Virginia

CLASS CODE: 1237

TITLE: INFORMATION OFFICER IV

GRADE: S-29

DEFINITION:

Under direction, serves as the senior public information professional in Public Affairs; performs duties primarily associated with is in the external media relations area; manages senior-level projects for the Board of Supervisors and interacts with external agencies and regional/federal intergovernmental groups as the representative of the County; represents the County to external departments and regional/federal intergovernmental groups; and performs other duties as required.

DISTINGUISHING CHARACTERISTICS OF THE CLASS:

This is a single-incumbent class.

TYPICAL TASKS:

Serves on 24-hour call, with responsibility for notifying County officials of significant incidents; Makes decisions under pressure and deadlines regarding information that may be released to the press; Coordinates and provides information regarding emergency incidents and other sensitive matters for distribution to the news media; Plans, directs, and executes publicity campaigns designed to inform citizens about various county programs, events or legislation; Supervises the work of subordinates engaged in public information and other communication activities; Establishes and maintains effective working relationships with members of the media; Responds to requests for information regarding agency/County programs; Provides assistance to agency/County staff as to the most effective means of communicating information to the general public, government employees, and other target groups; Monitors and edits County's website content for style, accuracy, and timeliness; Coordinates electronic FOIA issues; Serves as liaison to vendors, county agencies, and others regarding county activities; Serves as contact for international, national, and local dignitaries, senior management, and others who desire information about the County initiatives; Plans and executes marketing programs to inform the public about County initiatives; Conducts presentations to County management and Board of Supervisors; Supervises and evaluates the implementation of effective use of online media on behalf of the county; Participates in crisis and risk communication management; Supervision and participation in developing and completing media relations, marketing communication, and public relations programming that support the County's mission and vision; Leads strategic communication planning for county-wide initiatives; Researching and developing communication policy to support countywide strategic communication programs. Conducts audience/constituent research on projects.

REQUIRED KNOWLEDGE, SKILLS AND ABILITIES:

Detailed knowledge of the requirements of the media regarding content, format, and timing of official releases;

Broad knowledge of the principles of public administration and public relations as applied to local government operations;

Knowledge of new media and its applications;

Ability to plan and execute photographic coverage of complex events;

Ability to adapt broadly defined policy guidance to specific situations with a minimal amount of supervision;

Ability to work independently and under pressure;

Ability to participate in meaningful interchange of views on matters of critical importance to the County;

Ability to plan and review the work of others;

Ability to lead and manage a staff to meet departmental objectives;

Ability to establish and maintain effective relationships with the public, the press, and County employees;

Knowledge and expertise in crisis communication planning and implementation.

EMPLOYMENT STANDARDS:

Any combination of education, experience, and training equivalent to:

Bachelor's degree in communication related discipline plus at least seven years of progressively responsible experience in the related field, government relations, and management.

CERTIFICATES AND LICENSES REQUIRED:

Not applicable.

NECESSARY SPECIAL REQUIREMENTS:

None.

ESTABLISHED: April 23, 2007