

CLASS SPECIFICATION
County of Fairfax, Virginia

CLASS CODE: 1238

TITLE: INFORMATION OFFICER III

GRADE: S-27

DEFINITION:

Under direction, serves as division chief of the Public Information Branch or Information Systems Branch in the Office of Public Affairs; OR as the senior public information professional in a large agency which deals with delicate and/or sensitive information; OR as the key spokesperson for the County's e-government program; OR serves a key role as a dedicated resource to a member or members of the Board of Supervisors; and performs other duties as required.

DISTINGUISHING CHARACTERISTICS OF THE CLASS:

The Information Officer III differs from the Information Officer II in that the Information Officer III normally serves as division chief in the Office of Public Affairs or senior public information professional in a large department, whereas the Information Officer II plans and executes information programs.

The Information Officer III differs from the Information Officer IV in that the Information Officer IV serves as the senior public information professional in the Office of Public Affairs whereas the Information Officer III normally serves as division chief in the Office of Public Affairs or serves as the senior public information professional in a large agency.

ILLUSTRATIVE DUTIES:

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 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 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;

Develops and implements County's website publicity program to increase participation and use;

Establishes and maintains countywide electronic public information policies;

Coordinates electronic FOIA issues;

Serves as liaison to vendors, county agencies, and others regarding county website activities;

Serves as contact for international, national, and local dignitaries, senior management, and others who desire information about the County's e-government program;

Ensures that County's e-government program is effective and useful for internal agencies and the general public;

Plans and executes the County's technology marketing program to inform the public about the benefits of e-government;

Conducts presentations to County management and Board of Supervisors to present public access technologies and capabilities;

Designs, develops, and implements effective navigation schemes for applications and business transactions for the county worldwide website.

May write and disseminate Board news releases, coordinate Board members public appearances and ceremonies, and keeps Board members abreast of new communication tools and trends.

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;

Knowledge of fundamentals of digital still photography;

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 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 establish and maintain effective relationships with the public, the press, and County employees.

EMPLOYMENT STANDARDS:

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

Bachelor's degree in journalism, government, public administration, or a related field; PLUS

Six years of progressively responsible experience in public information, broadcasting, or publications editing.

CERTIFICATES AND LICENSES REQUIRED:

Not applicable.

NECESSARY SPECIAL REQUIREMENTS:

None.

ESTABLISHED: April 23, 2007