

**NYE COUNTY EQUAL EMPLOYMENT OPPORTUNITY**  
**Public Information Officer**  
**Administration**

Under general guidance of the County Manager works with Department Heads and Elected Officials to prepare press releases, and other media communication for the County. Coordinates public records requests and ensure timely response, handles all aspects of social and multi-media. Ensures open avenues of communication and promote public understanding of Nye County activities and objectives; assists in creating website content; organizes and coordinates web development efforts to represent the County's issues to the public; works with Departments/Elected Offices and community organizations on social media content; implements program goals and objectives; and performs a variety of administrative tasks

**Job Responsibilities:**

- Prepares clear and concise content for distribution on the County's projects, activities and events, coordinates the dissemination of emergency information and notifications. Prepares and distribute fact sheets, news releases, photographs, flyers, brochures, and video content to media representatives to keep the public informed of County programs, accomplishments and points of view.
- Serves as spokesperson and primary resource for information for inquiries from staff, the media or the public in a timely manner ensuring good public/media relations and a cooperative working relationship.
- Arranges press conferences and appearances or press statements from staff members by providing staff with guidance and strategies to present. Notifies the media of newsworthy events by providing pertinent information and alerts the media to upcoming events.
- Collaborates with County staff and elected Officials to obtain current status on projects, activities and events to incorporate into press releases.
- Recommends and establishes the implementation of goals and objectives; establishes schedules and methods for providing public information services; implements policies and procedure.
- Assists with ensuring websites are updated with current information.
- Works with county department / office staff to produce and post web pages, update website content, and review for accurate and updated content.
- Oversees and coordinates public information activities designed to ensure open avenues of communication and promote public understanding and support for County activities and objectives via the County's websites, Intranet, and social media.
- Monitors social media followers
- Monitor proposed legislative issues, bills, resolutions, ordinances and meetings at the local, regional, state, and federal levels. Analyze potential impact on county government and alert appropriate staff of potential changes and requests input from a variety of sources to formulate recommendations of the County's position on issues.
- Coordinates and maintains a calendar of all special events in the County.
- Performs related duties and responsibilities as may be assigned.

**Qualifications:**

Knowledge of analyzing programs, policies and operational needs; Principles and practices of all social media platforms; Principles and practices of website development; Principles and practices of program development; Principles and practices of copy writing, editing, video production, news gathering and journalism; Recent developments, current literature and sources of information related to marketing, communication and social media; Public relations principles and techniques; Local government operations; Techniques for understanding and effectively communicating with individuals of various cultures; Pertinent Federal, state and local laws.

**Education and Experience:**

Any combination of training, education, and experience that would provide the required knowledge and abilities. A typical way to gain the required knowledge and ability is: A bachelor's degree from an accredited college or university with major course work in communications, public administration, marketing, journalism, AND two (2) years of professional public information experience; OR an equivalent combination of education, training and experience as determined by Human Resources.

**Pay Rate: \$28.30hr**

Nye County requires a pre-employment drug screen through a designated facility; employment is contingent upon successful completion of this process.

Applications must be received by the deadline. Postmarks are not accepted. Resumes are accepted when attached to a completed application. Applications returned without the required documentation or not completely filled out **will not** be considered. Applications may be obtained and returned to the following NYE COUNTY HUMAN RESOURCES Departments: 101 Radar Road, PO Box 3400, Tonopah, NV 89049 or 2100 E. Walt Williams Drive, Suite 110, Pahrump, NV 89048. Applications may also be obtained by emailing [human\\_resources@co.nye.nv.us](mailto:human_resources@co.nye.nv.us) or can be downloaded from [www.nyecounty.net](http://www.nyecounty.net). Nye County is an Equal Opportunity Employer, applicants requesting accommodation under the ADA should contact Human Resources. Please call (775) 751-6301 with any questions. **Deadline: February 17, 2017 @ 5:00 p.m.**