



BEDFORD COUNTY EMPLOYMENT OPPORTUNITY

Title PUBLIC INFORMATION OFFICER

Department County Administration

Location 122 East Main Street, Bedford, VA 24523

Hours 8:30 am – 5:00 pm, M-F, with flexibility to meet the needs of the County as required

Description Position Implements policies as elated to the delivery of a standardized/cohesive communications strategy. Balances direct communications work with higher level development of the communications function through collaboration with all departments; serves as the County spokesperson responsible for clear/concise, internal/ external communication of County activities, community outreach, citizen engagement, public relations, public information, and media relations; guides strategic direction of the County as it relates to communications and advises the Administrators Office on communications strategy; directs development/execution of all public relations activities and manages media relations for the County; and provides direction to other County departments on communications and media relations practices, while also providing support to those functions by creating awareness of their services. Administratively, position maintains and upgrades the County website, social media, and other digital communications tools utilizing graphic design, videos, and photography; and assists with the operation, programming and maintenance of audio/video equipment. Position provides project and special event support and performs related work as required. Work is performed under general supervision of the County Administrator with latitude for independent judgment and action. A full job profile may be viewed at: <https://www.bedfordcountyva.gov/home/showpublisheddocument/9525>

Requirements Minimum Requirements Include:

- Bachelor's degree from an accredited college/university with major course work in communications, marketing, journalism, public relations, or closely related field.
- Five (5) years of progressively responsible experience working in a complex organizational setting while being responsible for directing communications functions and public relations.
- Experience implementing and disseminating effective communications policies/programs; local government administration as it relates to public relations; experience with community and civic groups, knowledge of print and video production, familiarity with multiple social media platforms; and demonstrated ability to manage politically sensitive issues.
- Strong ability to facilitate a collaborative environment with exceptional interpersonal skills and the ability to communicate effectively, both orally and in writing and to interact effectively with elected officials at all levels, citizens, media, business executives, and other professionals.
- Ability to implement and enforce communications governance policies and standards to staff whom there is no formal authority over.
- Knowledge of writing and editing techniques required to prepare reports, promotional releases, and related documents; and web page maintenance, preparation protocols, graphics/layout, and audio/video equipment.
- Proficiency in MS Office.
- Must possess a valid Commonwealth of Virginia driver's license, proof of insurance required to drive on County business, and acceptable driving record.

Preferred Experience includes:

- Employment experience at the municipal or county level government.

Bedford County maintains a safe, drug-free workplace for its employees. Drug screening, driving record check, a criminal background check, and previous employer references are required for all positions as conditions of pre-employment. EOE / ADA / Minorities / Females / Vets

Hiring Range \$58,600 - \$75,100 Actual salary dependent on qualifications and experience.

Apply Online: <https://www.bedfordcountyva.gov/jobs>
In Person: Bedford County Administration Building, 122 East Main Street, Suite 202, Bedford, VA 24523
Email: hinfo@bedfordcountyva.gov

Please provide cover letter, resume, and salary requirements.

Date Posted November 9, 2021

Deadline December 10, 2021 – 5:00 pm