



**PRINCE GEORGE COUNTY, VIRGINIA**  
**invites applications for the position of:**

## **Public Information Officer**

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**SALARY:** \$56,484.00 - \$90,374.00 Annually

**OPENING DATE:** 07/14/22

**CLOSING DATE:** Continuous

### **ESSENTIAL FUNCTIONS/TYPICAL TASKS:**

Prince George County is currently accepting applications from qualified candidates for the position of Public Information Officer. This position will be responsible for directing and coordinating county public information messaging as produced for print, web, social media and video, overseeing use of county brand and style in all public information materials, writing and editing press releases, news articles, as well as coordinating press conferences and may serve as spokesperson for the county.

For a complete job description, click [here](#).

### **QUALIFICATION REQUIREMENTS:**

Comprehensive working knowledge of principles, practices and procedures used in mass communications, marketing and public relations; of grammar, punctuation, word usage, sentence structure to ensure effective verbal and written communications. Mastery of the English language, professional speaking and presentation skills; excellent writing skills; experience with Microsoft Office products, knowledge and experience in news release writing and web site writing; knowledge of the disciplines involved in media relations and community relations with emphasis on the use of sound judgement in the release of information; must maintain confidentiality as necessary; must have the ability to prioritize and manage multiple projects; must be able to plan and coordinate public relations activities to communicate programs or events to internal and external audiences; familiar with developing public relations plans; must have a strong understanding and knowledge of various social media platforms; media relations, public relations, and social media experience required; photography skills are preferred.

Any combination of education and experience equivalent to graduation with a Bachelor's Degree from an accredited college with major coursework in Communications, Public Relations, or Journalism and considerable experience in marketing, public relations, and communications, or an equivalent combination of education and experience. Basic certifications from Federal Emergency Management Agency (FEMA) preferred; IS-29, G290.

### **SPECIAL REQUIREMENTS:**

A valid Virginia driver's license.

**ADDITIONAL INFORMATION:**

To apply online visit the website at [www.princegeorgecountyva.gov](http://www.princegeorgecountyva.gov). To be considered for this position, applicants must submit a County application. Applications should be submitted online. For additional information, please call (804) 722-8669. EOE.

APPLICATIONS MAY BE FILED ONLINE AT:  
<http://www.princegeorgecountyva.gov/>

Position #PIO072022  
 PUBLIC INFORMATION OFFICER  
 WJ

Prince George County  
 6602 Courts Drive  
 Prince George, VA 23875  
 804.722.8669

[hr@princegeorgecountyva.gov](mailto:hr@princegeorgecountyva.gov)

**Public Information Officer Supplemental Questionnaire**

- \* 1. Select the one box that best describes your highest level of responsibility working for a public agency employer(s) over public information, media relations and communication programs.
- None
  - My experience includes the responsibility of supporting existing programs.
  - My experience includes independent responsibility for the planning and organization of programs.
  - My experience includes independent responsibility for development and implementation of programs.
  - My experience includes having management level responsibility of programs, including supervision of staff.
- \* 2. Select all of the boxes for which you have event speaking, presentation, planning and/or coordination experience.
- None
  - Press conferences
  - Booth-set up (National Night Out, Pet event, Health Fair, etc.)
  - Open house
  - Banquet
  - Public speaking at school
  - Ribbon cutting
  - Groundbreaking
  - Community Vaccine Clinic
  - Awareness Event
  - Charity Event
  - Board of Supervisor Meeting
  - Other type of event
- \* 3. Select all of the boxes for which you have experience.
- None
  - Preparing news releases and researching and writing publications (i.e. brochures, pamphlets, fact sheets, newsletters, etc.).
  - Developing educational material and/or programs for use by media.
  - Researching and writing stories for media release.
  - Establishing and maintaining close relationships with representatives of the news media.
  - Suggesting new editorial ideas to news media representatives.

- Seeking support from news media representatives for public programs.
  - Directing reporters to stories and cultivating future stories.
  - Disseminating information to the general public, officials and/or small businesses.
- \* 4. Select the one box that best describes your experience with politically and socially sensitive communications and media correspondence.
- None
  - I have independent experience overseeing public communications regarding politically and/or socially sensitive issues.
  - I have experience assisting others with the oversight of communications regarding politically and/or socially sensitive issues.
  - I have experience drafting communications regarding politically and/or socially sensitive issues.
- \* 5. Select the one box that best describes your professional work experience using social media platforms (i.e. Facebook, Twitter, Instagram, YouTube, TikTok, etc.).
- None
  - I do not have professional work experience with responsibility for using social media platforms; however, I have extensive personal experience utilizing multiple social media platforms.
  - I have moderate work experience using multiple social media platforms.
  - I have extensive work experience using multiple social media platforms.
  - I have extensive work experience using multiple social media platforms; my experience includes responsibility for managing a public social media campaign.
- \* 6. Incumbents in this class are required to work weekends, holidays, and non-routine hours. Are you willing to work in this type of environment?
- No
  - Yes
- \* Required Question