

POSITION DESCRIPTION
FRANKLIN COUNTY CHILDREN SERVICES

An Equal Opportunity Employer

JOB CLASSIFICATION: <i>Public Information Officer 1</i>		DIVISION: <i>Communications Division</i>		DEPARTMENT: <i>Community Outreach</i>	
WORKING TITLE: <i>Community Outreach Liaison</i>		PCN & CLASSIFICATION OF SUPERVISOR: <i>702200 Public Information Officer 2</i>		JOB STATUS: <i>Full-time</i>	
CLASSIFICATION NO.: <i>64421</i>		PCN: <i>702401</i> PAY RANGE: <i>26</i>		REVISION DATE: <i>7/16</i>	
EQUIPMENT USED: <i>telephone audio/visual equipment copying machine printer</i> <i>computer digital camera automobile</i>					
MINIMUM QUALIFICATIONS/EDUCATION /TRAINING REQUIRED: <i>Bachelor's degree in journalism, communication, marketing, public administration, or related field plus: 1 year related experience; 100 hours of training in supervision (or 1 mo. exp. as supervisor or lead worker); 1 course in budgeting (or 1 mo. exp.); 1 course in public relations (or 1 mo. exp.); or equivalent. Must demonstrate creative thinking; strong professional orientation that will reflect in a positive representation of the agency to the public; excellent written and communication skills.</i> PREFERRED: <i>Master's degree in communications, journalism, marketing, public administration or related field and 1 year related work experience or Bachelor's degree and a minimum of 3 yrs. related work exp. or an equivalent combination plus 6 months supervisory/project management experience.</i>					
PURPOSE: <i>Employee is responsible for planning and implementing special community development and outreach initiatives; promotes the mission and work of the agency and the need for community collaborations; serves as writer and editor for agency publications; responsible to the Director of Community Outreach and is responsive to the Communication Director and Executive Director's assignments related to public awareness, particularly promoting the agency's strategic vision and media relations; responsible for producing and disseminating promotional/educational materials and speaking on behalf of Franklin County Children Services and representing the Agency on other initiatives. Must demonstrate understanding of website development and social media platforms. The employee is committed to practicing cultural competence by: working respectfully and effectively with people of all cultures, classes, races, genders, ethnic backgrounds, religions, sexual orientations, mental and physical abilities, ages and appearances in a manner that recognizes, affirms and values the worth of individuals, families and communities and protects and preserves the dignity of each. The employee will adhere to the agency's Guiding Principles by serving as a child welfare professional, valuing every child, honoring families, and valuing partnerships.</i>					
JOB DUTIES:					
40%		<i>Develops relationships and partnerships with profit and non-profit organizations, provider agencies, neighborhood and faith-based organizations, diverse communities particularly those disproportionately represented in agency programs for intersystem planning efforts and to improve community capacity for needed services. Promotes the agency's mission and guiding principles and educates aforementioned groups regarding agency programs and services; attending and planning major public events and campaigns, speaking engagements, displays and other community education or awareness campaigns as assigned.</i>			
25%		<i>Responsible for planning and conducting community outreach, including: positive media coverage, stories and features, e-communications; and designing materials to increase public awareness and education; Coordinate production of the agency publications as assigned through writing, editing, research, photography; coordinates distribution of educational and promotional material to internal and external audiences.</i>			

20%	<i>Serves on agency and community committees and task groups to promote child protection, kinship care, adoption, and fatherhood, resources for teens, mentoring, retention and cultural initiatives. Performs other duties within the Community Outreach Department as assigned. Supervises the work of the agency Web and E-communications Specialist and back-up supervisor for other department staff.</i>
10%	<i>Serves as backup to the Director of Community Outreach and Communication Director in responding to crisis media calls; confers with the Executive Director and other administrative staff; and responds to reporters' questions; sets up interviews between the media and staff and provides support during interviews.</i>
5%	<i>Regularly meets with supervisor to discuss projects and performs other related duties.</i>
	<i>* Employee in this position will be required to work flexible hours.</i>

List no. of positions and Class Titles of positions supervised		
1 Public Information Specialist	_____	_____
	Signature of Agency Representative	Date