



Public Information Specialist

FLSA/WMWA

Non-exempt/Hourly

Salary Range

Refer to Board approved salary scale

Job Summary

The Public Information Specialist reports to the Public Information Officer and supports all aspects of the Communications/Outreach Section responsibilities, including communications, community outreach activities, social media, advertising, marketing, website maintenance, and promotions.

The Public Information Specialist develops a variety of promotional and educational materials to inform various audiences and stakeholders about Spokane Clean Air's programs and services; maintains and develops website content; works with partner agencies to provide school and community educational programs and events, and performs other related work as assigned.

Duties require the exercise of judgment and decision-making within the limits of established policies, procedures and guidelines.

Work requires travel to off-site locations within Spokane County and travel for training may include locations outside of Spokane County. Work requires flexible hours to accommodate early morning, evening and weekend presentations, meetings and events.

Work requires the use of modern computer equipment, desktop publishing software, smart phone and camera, and related equipment used in social media and in graphic design of both electronic and print materials, such as infographics, newsletters, flyers, posters, reports, etc.

Work requires considerable independent interaction with Spokane Clean Air staff, community and partner agency personnel, vendors, and others contacted in the course of work.

Evening and weekend work is required.

Primary Work Areas

Strategic Communications/Outreach Planning – Working with the Public Information Officer, refine and implement communications/outreach strategies and processes that allow for internal and external stakeholder input and feedback. Define key stakeholders and audience groups and identify best practices, methods and tools to reach specific audiences such as

including digital, print, and video content, promotional materials, survey instruments, public displays and presentations.

Website and Social Media - Implement and monitor website and social media (Facebook, YouTube, Twitter, etc) strategies that encourage public participation and dissemination of information on behalf of Spokane Clean Air.

Media Relations - Develop media materials for the purpose of gathering and disseminating accurate and timely information regarding Spokane Clean Air's mission, services, programs and practices in a positive, consistent and credible manner.

Community Relations/Events - Coordinate all Spokane Clean Air's involvement in community events, including Home Shows, Fairs and Festivals, and other community activities as they arise, working closely with partner agencies.

Product and Research Development - Designs, develops and produces a variety of promotional materials to inform and engage targeted audiences (e.g. residents, business owners, etc.) about Spokane Clean Air's programs, rules, and requirements with the input and involvement of the appropriate agency sections/staff.

Examples of Duties

- Works closely with various community and environmental agencies on events and activities of shared interest, such as EnviroKids Club.
- Makes presentations on Spokane Clean Air's behalf to a variety of audiences, including school/youth, business and civic groups and neighborhood associations.
- Assists in the production of various informational materials such as fact sheets, newsletters, brochures, media releases and support materials for media activities, newsletters and news stories for print and online publications.
- Assists in content development for and marketing of Spokane Clean Air's programs via website, social media platforms and Constant Contact email marketing.
- Responds to general informational requests from citizens, students, staff and media.
- Assists in the coordination of earned media and paid media creative and placement.

Minimum Requirements

- A Bachelor's degree from an accredited college or university in a communications discipline such as public relations, marketing, journalism or a related field of study;

AND

- Two years professional work experience in the development and implementation of public relations and marketing strategies and programs;

AND

- Experience working with Adobe Creative Suite of products including InDesign, Photoshop and Illustrator.

Additional Desired Qualifications

- Website content management experience
- Technical and/or Journalism writing experience
- Photography and videography experience
- Experience working in the public sector
- Experience working with social marketing projects/campaigns

Knowledge, Skills and Abilities

Knowledge/Skills:

- public relations, communications and marketing principles and practices
- social media principles and practices
- elements and principles of photography, graphic design, and competency with equipment used in graphic art and displayed competency with Adobe Creative Suite and Microsoft Office products
- methods and techniques of conducting research
- modern office management techniques, procedures, machines
- AP journalism style writing
- arithmetic and statistics
- community demographics
- pertinent federal, state and local codes, laws and regulations

Able to:

- quickly learn the operations, services and activities of comprehensive public relations and marketing programs
- create, develop, edit and produce a variety of promotional, informational, motivational and educational materials
- convert technical information into format and language that is understandable and appealing to the target audience
- operate computers, printers, cameras and other equipment used in graphic arts
- communicate effectively both verbally and in writing, and to write and edit technical and popular styles
- meet schedules and timelines

- be self-motivated, adaptable, and flexible
- manage workflow, keep complex records, compose correspondence and perform routine office management duties with little or no supervision
- establish and maintain courteous and tactful public employee relations
- attend scheduled evening meetings, workshops and weekend events
- maintain confidentiality of sensitive information
- communicate clearly, both verbally and in writing, to groups and individuals of varying age, education, and social standing
- represent Spokane Clean Air in a professional and positive light to the community
- provide excellent service to all customers both internally and externally
- work in an office setting for extended periods of time
- stand or sit for prolonged periods of time; operate office equipment including extensive use of a computer keyboard; push, pull, lift, and/or carry up to 50 pounds.
- see in the normal visual range with or without correction, to read computer screens and printed documents; and to operate assigned equipment.
- hear in the normal audio range with or without correction.
- perform repetitive motions of wrist, hands and/or fingers.

Licenses / Certification

- Valid driver's license

Behavioral Standards

- Meets or exceeds core competencies and leadership competencies as a Spokane Clean Air employee (attached).
- Demonstrates honest and ethical behaviors. Avoid conflicts of interest or the appearance of conflicts of interest.

Established/Revised Date

Revised October 1, 2015

Spokane Regional Clean Air Agency (SRCAA) Core Competencies

Competencies refer to the “how” of the job – the behavior that the employee engages in when carrying out the “what” of the job. They are the measurable or observable knowledge, skills, abilities, and behaviors critical to success in a key job role or function. SRCAA’s five core competencies focus on the soft skills – the human interaction side of our work.

Customer Service

- Responds to the public’s inquiries, requests and complaints in a timely manner, and follows through with projects.
- Displays a positive and professional image at all times; maintains composure in difficult situations.
- Takes more than routine action to assist the public.
- Understands the Agency’s goals, programs, processes, and services, and can explain them to the public in simple terms.

Leadership & Initiative

- Performs work independently without being prompted.
- Recognizes and seizes opportunities even if outside of normal job duties.
- Anticipates problems and proactively addresses them.
- Finds new and creative ways to accomplish work more efficiently.
- Takes steps to develop the mutual trust and respect necessary for a productive, positive work environment.
- Demonstrates technical and professional expertise relative to their position.
- Leads by example. Doesn’t expect from others, what they would not be willing to do themselves.

Teamwork

- Willingly contributes work and effort to achieve group success.
- Participates actively in team and/or Agency decision making.
- Works well with team members and does not contribute to unproductive group conflict. If conflict arises, works to find a solution and focuses on the future.
- Adapts easily to changing needs, conditions, and work responsibilities.
- Doesn’t jump to conclusions by assuming others words or actions mean them harm.
- Consults with affected individual(s) prior to making decisions that may impact them.
- Fosters a positive, problem-solving team spirit with other agency staff, requesting input and discussing issues positively, constructively, and respectfully.
- Recognizes individual contributors.
- Listens to and effectively communicates with everyone in the organization.

Professional Behavior

- Admits mistakes and treats them as opportunities for learning. Doesn't place blame on others for mistakes.
- Approaches conflict in a respectful and constructive manner.
- Shows sound judgment under pressure.
- Deals maturely with anger, frustration, and disappointment, and focuses on the future.
- Accepts feedback, questions, and constructive criticism from others without becoming defensive.
- Provides constructive input and asks questions in a positive manner.
- Honors commitments.
- Demonstrates respect for other people's time.
- Maintains a friendly and helpful demeanor at all times.
- Supports the Agency's mission by following internal policies and guidance, regardless of personal opinions and beliefs.
- Earns the trust, respect, and confidence of coworkers through honesty and professionalism in all interactions.

Networking & Organizational Agility

- Relates well to all kinds of people and personalities, external and internal to the organization.
- Builds rapport and relationships across the organization to break down barriers and accomplish work.
- Maintains contact with key players across the organization and within the work department/section.
- Clearly conveys and receives information and ideas through a variety of media.
- Builds relationships with external organizations in support of the Agency's work.