



Pennington County
Public Information Officer
(Exempt C41)

Position Objective:

The Public Information Officer under the direction of the Sheriff is responsible for all office communication with the public, media, community and public safety stakeholders. The Public Information Officer is tasked with communicating professionally and under the best interest of the Sheriff's Offices and the community it serves.

The Public Information Officer will work irregular hours to meet the information demand and to cover events, incidents as required. Typically work weeks will be weekday, day time hours with the flexibility to cover irregular hour demands.

Essential Functions:

- Serving as the point of contact for all Sheriff's Office related media and information inquires.
- Responding to, preparing, tracking and verifying information requests, press releases, media inquiries, and public comments/questions.
- Managing Sheriff's Office social media platforms, information sharing, content, and commenting through Facebook, Instagram, YouTube, Twitter etc.
- Preparing presentation information to include videos, photos, reports and statistics.
- Maintaining a database of news stories, media and community relations contacts.
- Developing contacts and relationships with internal and external stakeholders to engage in community outreach.
- Preparing and editing the Sheriff's Office internal employee newsletter.
- Arranging public appearance to increase agency awareness and to promote goodwill.
- Attending internal and external Sheriff's Office events to photograph, video and document for sharing.
- Attending and coordinating events as a Sheriff's Office representative as requested.
- Assisting with identifying and creating recruitment measures.
- Preparing public service announcements.
- Creating and compiling ideas and information for the Sheriff's Office Annual Report.
- Develops ideas and opportunities to publicize agency activities.
- Advises management on and assists in the implementation of office public relations strategy, policy and procedure.
- Distributes information under the confines of applicable law and office policy.
- Attending meetings and trainings as required.
- Performing additional duties as assigned.

This job specification should not be construed to imply that these requirements are the exclusive duties of the position. Incumbents may be required to follow any other instructions, and to perform any other related duties, as may be required.

Experience and/or Education Required:

- Degree in marketing, journalism, public relations, mass communications or related field.
- 2 years of applicable experience.
- Proficient knowledge of basic computer applications to include Microsoft Office Suite
- Experience with website editing, video editing, photo shop, publisher or other design editing software preferred.
- Demonstrated ability to present to public groups and field inquiries into sensitive matters requiring discretion.
- SD Driver's License (within 90 days of moving to SD)

Working Environment:

This position will work both in an office and field setting as required to cover events, major incidents and day-to-day Sheriff's Office activities. This will include interacting in secure correctional settings, on-scene of major incidents and at event locations as required.

Physical Requirements:

While performing the duties of this job, the employee is regularly required to sit; use hands; talk and hear. The employee is frequently required to walk, sit and reach with hands and arms. The employee must occasionally lift and/or move up to 25 pounds. Specific vision abilities required by this job include close vision.