

SNOHOMISH COUNTY JOB DESCRIPTION

COUNCIL PUBLIC INFORMATION OFFICER/PUBLIC RECORDS OFFICER

Spec No. 2358

BASIC FUNCTION

Plan, organize, coordinate and implement a communications program to assist the Snohomish County Council with making information about Council activities available to the public, in keeping with the Charter requirements for a significant level of transparency and public outreach regarding the activities of the Council. Responsible for integrating all forms of outreach and communications used by the Council into a comprehensive, coordinated effort to reach the public, other government agencies and the media. Responsible for receiving, tracking and responding to all requests for public records in accordance with state and local laws and county policies.

STATEMENT OF ESSENTIAL JOB DUTIES

1. Plans, facilitates, and develops comprehensive communications strategies and programs for the Council.
2. Writes and edits a wide range of communications and information materials including press releases, fact sheets, brochures, articles and newsletters.
3. Responsible for maintenance of the Council's webpage including timely dissemination of information regarding Council meetings and related activities, and information prepared by the Clerk's Office regarding agendas, minutes and voting records. Makes recommendations for website improvements and works with Council members and staff to develop content for inclusion on the webpage.
4. Arranges and coordinates press conferences, special events and informational meetings by the Council that create opportunities for public input. Makes presentations at public meetings and to various organizations, service clubs and other groups to explain Council projects and programs.
5. Develops and implements marketing/media strategies for new programs and Council initiatives.
6. Works with Council members individually and collectively on the preparation and dissemination of communications materials.
7. Administers the public records request system for the legislative branch; processes and tracks requests received; coordinates search and internal review of relevant records; prepares required redaction logs and letters; coordinates with the Clerk of the Council regarding records retention and the legislative record; works with records specialists in other departments, the Public Records Officer and the Prosecutor's Office when required.
8. Provides departmental records and data collection support for litigation as directed; assists the Prosecutor's office by coordinating collection of information, data and records.

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STATEMENT OF ESSENTIAL JOB DUTIES (Continued)

9. Performs Network Administrative Group (NAG) responsibilities. Assists internal and external users of department information and data resources by retrieving, researching, reproducing, and re-filing documents and reference materials.
10. Advises managers and staff on various records management-related activities and issues, such as: files management; equipment use; new technology; records laws and regulations; or public disclosure requirements.

STATEMENT OF OTHER JOB DUTIES

11. Performs related duties as required.

MINIMUM QUALIFICATIONS

A Bachelor's degree in public relations, journalism, broadcasting, marketing or related discipline; PLUS, five (5) years of experience in a media/public relations function within a political/legislative setting. OR, any equivalent combination of training and/or experience that provides the required knowledge and abilities. Must pass job related tests.

A valid Washington State Driver's License.

KNOWLEDGE AND ABILITIES

Knowledge of:

- advanced professional knowledge of the principles, practices and techniques of public information, public relations and community outreach programs
- strong written and verbal communication skills including the ability to employ a variety of writing techniques that inform the public on complex legislative activity
- requires a working knowledge of media practices and of alternative methods for informing the public
- requires familiarity with privacy, public information and record retention laws, including those involving the handling of information and communications of a confidential and sensitive nature
- requires knowledge of the laws, regulations, and court decisions applicable to media relations, public involvement and communications
- extremely well-developed human relations and interpersonal skills to adapt to diverse personalities and styles, facilitate group discussions and make formal presentations

Ability to:

- design and edit web pages using Civic Plus or other web editing software; basic photography and photo editing skills

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KNOWLEDGE AND ABILITIES (Continued)

- effectively use the Microsoft Office XP suite of applications including Word, Access, Excel, Outlook and PowerPoint as well as other common business software applications including Adobe Acrobat

SUPERVISION

The employee reports directly to the Chief of Staff and is responsible for performing work for all five Council members.

WORKING CONDITIONS

The majority of the work is performed in an office environment with occasional field trips to locations throughout the county. Occasional attendance at evening or weekend meetings and events may be required.

Snohomish County is an Equal Employment Opportunity (EEO) employer.
Accommodations for individuals with disabilities are provided upon request.

[EEO policy and ADA notice](#)

Class Established: October 2013

Revised: August 2016

EEO Category: 2 - Professionals

Pay Grade: 112 Management Exempt Pay Plan

Workers Comp: 5306 Non-Hazardous