



Communications & PIO Coordinator

Classification:	Coordinator	Reports to:	CRESA Director
Division:	Administration	Direct Reports:	N/A
FSLA:	Exempt	Salary Range:	816

The Communications & PIO Coordinator responsible for developing, implementing and refining comprehensive community outreach programs and strategies that advance the agency's mission, visions, and goals within our diverse communities. This position is responsible for developing, writing, and editing strategic communication material, news releases and reports; community event; administration of the agency's public website, using digital and social media, community engagement, media relations, and brand management. This position also serves as the Public Information Officer (PIO) for Clark Regional Emergency Communication Agency. Additional duties include media relations and oversight of agency customer service initiative, work with various boards and committees; and serve as a liaison with local, state, regional and federal agencies. This position will serve on call as needed. This position reports to the Executive Director and has no supervisory authority.

Essential Job Functions – Incumbent must be able to perform the essential functions of the job with or without reasonable accommodation.

- Drive communications, public and media relations, community outreach, and web and social media management.
- Plan strategic communications and make recommendations for executive leadership and management teams.
- Write or supervise the writing of official communications, including press releases, articles, and reports. Ensure consistent messaging within and concerning the agency and its services.
- Manage and administer the CRESA public website, including oversight of content, the content management system (CMS), and design.
- Develop and oversee the agency's social media strategy, and direct and create content.
- Create, edit and publish the agency's newsletters, news releases, articles, reports, internal communications and other messages. Ensure consistent messaging and branding both internally and externally.
- Prepare and design a variety of marketing materials for release to the media, the public, employees, and community groups. Edit materials for accuracy, completeness and format for intended audience.
- Represent the agency at meetings, events, or other activities involving community/public relations.
- Manage, coordinate and direct activities involving agency branding and graphic design.
- Coordinate media requests for information and interviews; research and provide information regarding CRESA operations and services.
- Coordinate advertising and marketing activities, including selecting topics and participants, creating advertisement material and arranging media placement.
- Coordinate or lead video and visual projects which may include writing, editing, directing, narrating and photographing. May include working with third party consultant or contractor.
- Respond to citizen and/or customer feedback. Forward as appropriate for further review or investigation.
- Work with regional partners within emergency response entities, health care facilities, businesses, utilities, schools, community organizations and others for Public Information Communication initiatives
- Prepare project reports
- Serve as lead PIO for the Clark County Joint Information System
- Develop program reports, proposals and correspondence for distribution to the regional partners, CRESA Administrative Board, management team, user agencies, and other interested stakeholders
- Provide leadership and training for Public Education curriculum to staff
- Plan, coordinate and/or speak at public engagements and public educational events



- Serve on-call as Public Information Officer on behalf of CRESA
- Travel to and from public education events throughout Oregon and Washington
- Perform related duties as assigned

Minimum Job Qualifications –Any equivalent combination of education and experience that provides the applicant with the knowledge, skills and ability required to successfully perform the job will be considered.

- Bachelor's Degree in journalism, public relations, film/video production, or public administration.
- Two (2) years' experience in governmental communications or community relations field
- Knowledge of public safety including 911 communications and Emergency Management
- Excellent demonstrated communication skill both verbal and written.
- Skill in the use of a computer and related software.
- Ability to establish and maintain effective working relationships.
- Ability to work flexible on call hours as needed
- Completion clearance of a Criminal Justice Information Systems Background Check prior to employment and ACCESS certification upon employment.

Knowledge of: Understanding and demonstrated skill in the application of the practices, methods, techniques of community and media relations and advertising. Skilled in preparing, producing and presenting marketing and public information materials. Knowledge of journalistic writing techniques and editing methods. Ability to interpret community and governmental interests to positively promote the agency and its service. Experience in using a variety of media resources for release of public information. Exercise a high degree of initiative and independent judgement in problem solving, prioritization and decision making. Knowledge of video editing practices and techniques. Knowledge of marketing design practices. Understanding of public safety practices.

Ability to: recognize relevant community events for participation. Read, interpret, explain, apply and follow applicable laws, ordinances, codes, regulations and policies. Ability to communicate efficiently and professionally in writing, and verbally with tact, courtesy, proper English, grammar, spelling, punctuation and vocabulary. Ability to keep materials and information confidential when necessary. Ability to work with speed and accuracy. Ability to work collaboratively with others. Ability to organize work with many interruptions, and multiple tasks to meet schedules and timelines. Demonstrated proficiency of designing and executing displays and interactive activities with the general public to create engagement. Demonstrated proficiency in Microsoft Office software, general office machinery. Basic knowledge of HTML and/or experience using one or more content management systems. Carry out regional and agency policy directives in an effective and timely manner. Analyze situations thoroughly, identify potential problems, and find effective solutions. Establish and maintain positive and professional working relationships with managers, coworkers, other governmental jurisdictions, volunteers, the media and the public. Effectively communicate and express ideas both orally and in writing. Apply appropriate independent initiative, discretion, judgment and organizational skills to a variety of projects, assignments and situations. Understand and execute complex oral and written instructions. Apply available guidelines, policies or procedures in diverse situations.

Necessary Special Requirements: Must be able to adjust work hours as necessary and be available for call-out in event of emergencies. Must maintain 24-hour availability via an agency supplied wireless device capable of voice and data communication when assigned as Duty Officer. Must possess a valid driver license and have access to a motor vehicle (personal or agency) on an as needed daily basis. Position may receive federal funding and have access to Criminal Justice Information System therefore incumbent will be subject to background investigation and may be subject to drug screening.



Physical / Sensory Requirements. The following characteristics describe the most common ways this position's essential functions and job tasks are performed. Any incumbent or candidate for this position must be able to perform the essential functions and job tasks with or without reasonable accommodation.

Sight and Vision	Frequency	Criticality
<i>Close / Fine Visual Acuity.</i> Differentiate and comprehend visual effects of subtlety or precision.	Daily	Important
<i>General Visual Acuity.</i> Differentiate and comprehend visual effects of general size, shape, and distance.		
Hearing	Frequency	Criticality
<i>General / Broad Hearing.</i> Differentiate and comprehend: Voices (ambient or intrusive) face-to-face, in groups with multiple speakers, by phone or radio, etc. pitch, volume in 'normal range' Verbal speech, language, accents, and sounds including subtle speech, intonation, inflection, emphasis, and nuance.	Daily	Very Important
Speech	Frequency	Criticality
<i>Communication.</i> Communicate fluently in English. Communicate orally; express thoughts and emotions by word, sound, and gesture.	Daily	Very Important
Touch	Frequency	Criticality
<i>Basic Repetitive Hand / Arm Motion.</i> Make regular movement (motion) of wrist, hand, fingers, elbow, shoulder, etc. to type, use computer mouse, etc.	Daily	Important
<i>Lift.</i> Move object upward to a higher position; hoist. Typical weight lifted does not exceed 10 lbs.		Slightly Important
Physical Coordination	Frequency	Criticality
<i>Mobility.</i> Move about to accomplish work.	Weekly / Monthly	Important
<i>Drive.</i> Operate a motor vehicle to get self to and from various locations.	Weekly / Monthly	Important
Working Memory	Frequency	Criticality
<i>Audio Memory.</i> Retain and retrieve information gained via audio sources.	Daily	Very Important
<i>Visual Memory.</i> Retain and retrieve information gained via visual sources.		Very Important
Comprehension	Frequency	Criticality
<i>Rapid Comprehension & Application.</i> Grasp meaning, nature, or importance of information. Quickly apply knowledge to work or situation.	Daily	Very Important
<i>Complex Comprehension & Application.</i> Grasp meaning, nature, and importance of complex or ambiguous information and apply to work	Daily	Very Important
Environmental Working Conditions	Frequency	Criticality
<i>No Substantial Hazards.</i> Position is not substantially exposed to adverse environmental conditions.	--	--
Level of Physical Activity	Frequency	Criticality
<i>Sedentary Work.</i> Work primarily requires exerting up to 10 lbs. of force occasionally and/or a negligible amount of force frequently or constantly to lift, carry, push, pull or otherwise move objects, including the human body. Sedentary work involves sitting most of the time.	Daily	--