# Communications Coordinator - PIO

**Grade: C06**

## FLSA: Non-Exempt

**Date: 8/18**

**Job Summary:** Provides coordination, administrative, and communications support for St. Mary’s County Government’s Public Information Office (PIO). This position reports to the Communications Director and works in direct collaboration with the PIO team, the County Administrator’s Office, and the Commissioners of St. Mary’s County (CSMC). This position is responsible for executing and monitoring communications strategies as directed by the Communications Director. Primary responsibilities include, but are not limited to, digital content creation, social media management, event coordination and photography, drafting and distribution of the quarterly employee newsletter, preparation of proclamations and commendations, and preforming various administrative tasks, such as reporting on communications metrics, ordering of materials, and managing public appearance schedules for the CSMC, County Administrator, and PIO. The position is required to be on call during emergency situations. Performs other duties as assigned.

**Essential Functions:**

1. Provides public information support at the Emergency Operations Center (EOC) during CALVEX and other drills and crisis situations; coordinates with the Communications Director in recording and updating employee emergency notification system.
2. Social media-savvy with strong digital photography, videography, and writing skills, as well as a passion for highlighting the work of St. Mary’s County Government. Ability to take photos during ceremonies and meetings.
3. Monitor online and print news sources to ensure accuracy of information.
4. Assists with the development of the Public Information Office’s overall messaging strategies.
5. Interfaces directly with commissioners, department directors, affiliated agencies. and county employees.
6. Establishes and maintains cooperative relationships with members of the news media.
7. Drafts and edits news releases, media advisories, and other communications for public consumption as requested by the Communications Director.
8. Coordinates and promotes special events, projects, and outreach programs.
9. Prepares commendations and proclamations for the CSMC; posts meeting items to BoardDocs to ensure public access.
10. Take photographs during ceremonies and events as directed by the Communications Director. Use Photoshop to edit photos as needed.
11. Serve as Associate Editor for The Employee Connection, the St. Mary’s County Government employee newsletter. Assigns articles, conducts interviews, writes and edits articles, brainstorms content, establishes deadlines, manages content submissions and prepares first draft for the Editor/Communications Director.
12. Provides administrative support to the Communications Director to meet department goals and objectives.
13. Provides public information/responds to community inquiries via phone, email and in person about St. Mary’s County Government programs, services, and/or operations.
14. Manages and updates the CSMC event schedule, to include compiling and providing RSVPs; acquiring and distributing tickets, providing a weekly update (Blue Sheet) for the CSMC, County Administrator, Department Directors, and News/Media organizations; ensures information is circulated to the appropriate parties in a timely manner.
15. Ensure public notices are published according to legal requirements and posted to county website and social media pages and platforms.
16. Monitors, maintains, and updates the online Community Calendar.
17. Handles administrative tasks for PIO, including budget tracking, ordering of supplies and scheduling appointments.
18. Coordinates and tracks PIO requisitions, reimbursements, and purchase orders. Submits financial and statistical reports as required.
19. Maintains and manages relevant records.
20. Utilizes Action Log and Mail log to retrieve incoming mail from the public; prepares and distributes weekly Mail Log report to the media.
21. Provide administrative support to County Administrator’s Office as needed.
22. Provide backup support to the PIO Video Media Producer as needed.
23. Serve as back up for switchboard coverage.
24. Backup PIO on input of online monthly performance measures. Provide monthly performance numbers for inclusion in monthly report.
25. Prepares correspondence.
26. Occasionally work evenings and weekends to staff events and/or meetings.
27. Performs other duties as assigned.

**Required Knowledge, Skills, and Abilities:**

1. Ability to gain working knowledge of St. Mary’s County Government policies and procedures.
2. Ability to act as a representative of St. Mary’s County Government to the public.
3. Expert knowledge of social media platforms such as Facebook, Twitter, Flickr, Hootsuite

and other emerging platforms, including legal requirements for accessibility.

1. Knowledge of Associated Press (AP) style; ability to proofread and edit materials for accuracy, grammar, spelling, punctuation, format and make necessary corrections.
2. Knowledge of modern office procedures and practices, including the operation of computers and multiple phone lines.
3. Ability to operate relevant software, including Microsoft Office & Outlook suite, Canva, Adobe Acrobat, Photoshop, InDesign, Internet Explorer, Optiview, BoardDocs, etc.
4. Proficient in the use of digital still cameras; familiarity with use of digital video cameras;
5. Ability to effectively communicate orally and in writing with other staff members and the public.
6. Ability to work independently, use professional judgment and pay close attention to detail.
7. Ability to prioritize and multitask while working under deadline pressure.
8. Ability to use available resources to research information.

**Education and Experience:**

1. Bachelor’s degree in Communications, Journalism, Public Relations or a related field;
2. Three or more years of editing, communications/public relations and computer experience or equivalent training, education, and/or experience.

**Physical and Environmental Conditions:**

Work occasionally requires lifting of items up to 50 pounds. Some travel is required. Field work is occasionally required to cover events outside of the office (e.g. Maryland Day, Flag Day, County Fair, Veterans Day Parade, etc.)

Work environment involves everyday risks or discomforts which require normal safety precautions typical of such places as offices or meeting rooms, e.g., use of safe workplace practices with office equipment, and/or avoidance of trips and falls.

The above job description is not intended as, nor should it be construed as, exhaustive of all responsibilities, skills, efforts, or working conditions associated with this job.

Reasonable accommodation may be made to enable qualified individuals with disabilities to perform the essential functions of this job.

I certify that this is an accurate statement of the essential functions and responsibilities of this position.

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HR Representative Date

Your signature below indicates that you have received a copy of this position description.

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Employee’s Signature Date