Town of Surfside Beach – Job Description

Job Title: Public Information Officer / Events Supervisor
Department: Events
Reports to: Town Administrator
Pay Grade / Salary Range: I / $46,149 – $65,532
FLSA Status: Exempt

Summary
The Public Information Officer will manage the town’s external communications and media relations, preserving a positive public image for the town as well as responsible for planning, promoting, organizing and administering all special events for the town. This position will also manage the town’s website and social media accounts.

Essential Job Functions
• Acts as the towns spokesperson and responds to members of the media in a timely manner
• Composes, reviews, and distributes all external public communication and branding for the town to include press releases, social media, video materials, advertisements, public workshops, and public announcements which includes newsletters, Facebook, Instagram, Twitter, advertising brochures, and web content
• Manages, updates and collaborates with departments in the development and maintenance of the town website
• Schedules, plans, and organizes all special events for the town from start to finish including soliciting vendors, advertising, supervising volunteers and employees, set up and tear down, and procurement of supplies and prizes needed
• Serves as the town representative for public events hosted by civic organizations and town committees
• Develops and maintains a positive professional relationship with media, businesses and other governments
• Schedules and approves use of town rental facilities which includes preparation of contracts and adhering to town ordinances
• Develops, implements, and adheres to the department budget
• Other duties may be assigned or required at the discretion of the town, including Emergency Operations

Education
• Bachelor’s degree in public relations, marketing or related field
• Three (3) to five (5) years of experience and or training

Qualifications / Skills
• General knowledge of events scheduling and government rules
• Computer skills to include Microsoft Office Suite, internet and email
• Excellent verbal and written communication skills with a proven ability to write in a journalistic style that is customary for external publication
• Excellent interpersonal and collaboration skills
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- Excellent organizational skills and attention to detail
- Excellent time management skills with a proven ability to meet deadlines
- Ability to offer sound media relations advice to senior leadership
- Ability to add, subtract, multiply, and divide in all units of measure; using whole numbers, common fractions, and decimals; compute rate, ratio and percent
- Ability to read and interpret correspondence, ordinances, resolutions, and proclamations
- Possess and maintain a valid South Carolina Driver’s License
- Successful completion of drug screen and various background investigations which may include criminal history, driving record, credit report, employment history, education verification and personal references

Physical Demands
Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. To talk and hear; sit, stand, walk, climb, balance, stoop, kneel, crouch; use hands to finger, handle, or feel; reach with hands and arms; lift and/or move up to 50 pounds; drive a town vehicle; vision abilities include close vision, distance vision, color vision, peripheral vision, depth perception, and ability to adjust focus.

Work Environment
The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. The worker will be subject to indoor office conditions and seasonal outdoor weather conditions.

Essential Safety Functions
It is the responsibility of each employee to comply with established policies, procedures and safe work practices. Each employee must follow safety training and instructions provided by their supervisor. Each employee must also properly wear and maintain all personal protective equipment required for their job. Finally, each employee must immediately report any unsafe work practices or unsafe conditions as well as any on-the-job injuries or illnesses. Every director/supervisor is responsible for enforcing all safety rules and regulations. In addition, they are responsible for ensuring that a safe work environment is maintained, safe work practices are followed and employees are properly trained.

Disclaimer
The job description is not an employment agreement or contract. The duties, skills and requirements outlined in this document represent what is required to perform the essential job functions of this position; however, this document is not to be considered all-inclusive and may be amended at any time at the discretion of the Town Administrator.