



COUNTY OF HUMBOLDT
invites applications for the position of:

Sheriff's Public Information Specialist (M/C) - Sheriff's Department

SALARY: \$25.39 - \$32.58 Hourly

OPENING DATE: 11/12/21

CLOSING DATE: 12/03/21 11:59 PM

DEFINITION:

PLEASE NOTE: The successful candidate for this position will be required to undergo a detailed background investigation.

Under general supervision, provides support to senior management staff in the Sheriff's Office in public information/relations activities; responds to public records requests; coordinates public information activities; makes recommendations and assists in the development and implementation of public information policy, practice and procedure; develops and implements public relations materials using the full spectrum of traditional media and modern social media venues; performs related work as assigned.

DISTINGUISHING CHARACTERISTICS

The Sheriff's Public Information Specialist is a specialized professional classification, serving within the Sheriff's Office. Under general direction, and exercising independent judgment, the incumbent in this position will have responsibility for researching and preparing official responses for public record act requests, establishing and coordinating relations between the Sheriff's Office and news media, and designing, developing and preparing public information materials using both traditional media and the full spectrum of modern social media. Additionally, the Sheriff's Public Information Specialist will serve as the Sheriff's community liaison and primary point of contact during a critical incident or declared disaster.

EXAMPLES OF DUTIES:

- Develops and implements the Sheriff's Office public relations operations using the full spectrum of both traditional media and modern social media.
- Receives requests for information under the Public Records Act; works with County Counsel, as necessary, to determine suitability of records as subject for disclosure.
- Coordinates with appropriate divisions and obtains, organizes and reviews requested information; determines time frames for response.
- Drafts and prepares official response to public records requests for management signature.
- Establishes and develops positive working relationships with news media, civic organizations and other community groups.
- Receives inquiries from media representatives regarding Sheriff's business and activities; performs necessary research and formulates responses; provides draft responses for management review as necessary.

- Gathers and prepares information regarding Sheriff's business and activities for news release to media; contacts appropriate media representatives and arranges for news release.
- Composes text for brochures, publications, social media and other written or visual media materials; designs and coordinates production of such materials and distributes accordingly.
- Participates in disaster preparedness activities, meetings, and drills.
- Develops and prepares standard information releases for use in emergencies or disasters; maintains related systems, logs and files.
- Responds/reports to Emergency Operations Center in the event of emergencies or disasters and assists Public Information Specialist in acquiring, organizing and delivering risk communications and information.
- Assists Sheriff's Office management staff in preparing public presentations.
- Recommends policies and procedures pertaining to assigned responsibilities.
- Prepares correspondence, reports and other documents; maintains records.
- May represent the Sheriff's Office before civic and community groups in disseminating public information; may arrange and conduct tours.
- Performs related duties as assigned.

QUALIFICATIONS:

Knowledge of:

- Applicable laws and regulations related to freedom of information and public records requests.
- Basic organization and functions of the Sheriff's Office.
- Principles, practices and methods of public and media relations and marketing strategies and techniques, including traditional media and modern social media outlets.
- Graphic design methods and use of current design and publication software.
- Principles and practices of project management.
- Journalistic research and writing methods.
- Risk communications.
- Current business software applications and web-based communications.

Skill in:

- Planning and managing media relations and outreach and public information programs and projects.
- Designing, preparing and distributing brochures, publications and/or other written or visual media material.
- Developing and recommending creative ideas to enhance public outreach and delivery of information.
- Speaking and writing effectively, including making group presentations.
- Using modern business and social media related venues and applications.
- Exercising sound independent judgment within established guidelines.
- Establishing and maintaining effective working relationships with media representatives and others contacted in the course of work.

Other Requirements:

Possession of a valid California driver's license is required.

Must be willing to work after hours and weekends and holidays during a critical event or declared disaster.

Desirable Education and Experience:

A typical way to obtain the knowledge and skills outlined above is:

Equivalent to graduation from a four year college or university with major coursework in Journalism, Public or Media Relations, or a closely related field, and one year of professional level experience in journalism or public relations, which included the development of publications

and/or news releases and working with media representatives. A criminal justice background is strongly desired.

WORKING CONDITIONS & ADDITIONAL INFORMATION:

CalPERS Retirement

- Tier I: Prior to 7/5/2012: 2.7 @ 55
- Tier II: Post 7/6/2012: 2.0 @ 55
- Tier III: Post 1/1/2013: 2.0 @ 62

Selection Procedure

The County's Human Resources system operates by a set of rules and procedures which ensure that employees are hired and promoted on the basis of merit and fitness for the job. Jobs are filled through competitive examinations. A complete online application is required for this position. All application materials will be reviewed by a panel of subject matter experts. **Those candidates considered to be the most qualified, based on the application materials submitted, will be invited to a written and/or oral examination, or an evaluation of education and experience.**

Policy of Nondiscrimination

The County of Humboldt does not discriminate on the basis of mental or physical disability in the admission or access to, treatment or employment in, its programs or activities. Human Resources is wheelchair-accessible by entering the Courthouse from the ramp located on the east side of the building next to the marked handicapped parking. Special testing arrangements may be made to accommodate disabilities or religious convictions. Contact Human Resources at (707) 476-2349 well in advance of the examination for assistance.

The County is an equal opportunity employer. We enthusiastically accept our responsibility to make employment decisions without regard to race, religion or religious creed, color, age, sex, sexual orientation, national origin, ancestry, marital status, medical condition, mental or physical disability, military service, or any other classification protected by federal, state, or local laws or ordinances. Reasonable accommodation may be made in the testing procedure as well as the work site. If you need accommodation for an exam due to a disability, please contact the Human Resources office as soon as possible.

How to Apply

A complete, original application must be filed for each position you are interested in applying for. Applications may only be submitted online through the County's automated application system at <http://www.humboldt.gov/hr> no later than the final filing date listed on the job flyer. All applications are screened by subject matter experts. The most qualified candidates may then be invited for further testing.

It is important that your application show all the relevant experience and education you possess.

Please read the job requirements section of the announcement. Be sure you meet these requirements since they will be carefully evaluated during the selection process. Your performance in this examination will be compared with the performance of others who take the test. All candidates who pass will be ranked according to their scores. The examination results will be emailed to you as quickly as possible. Scores will be provided in writing only.

MEDICAL EXAMINATION: A pre-employment medical examination provided by the County may be required upon offer of employment.

OTHER EXAMINATIONS: Some positions also require psychological evaluation and/or extensive background investigation.

LICENSES: Some classifications require possession of valid professional and/or technical licenses. Some classifications may require the possession of a valid California driver's license.

PROBATIONARY PERIOD: Persons appointed to regular County positions serve a probationary period. This is normally six months, but may be up to one year. All designated safety employees serve a one year probationary period.

EMPLOYMENT ELIGIBILITY: It is the County's intention to hire only those workers who are authorized to work in the United States, pursuant to the Immigration Act of 1990. If you are offered employment you will be required to verify your eligibility to work in the United States. For law enforcement positions you will be required to verify your U.S. citizenship or legalized status.

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All County of Humboldt employees are designated Disaster Service Workers through state and local law (California Government Code Section 3100-3109). Employment with the County requires the affirmation of a loyalty oath to this effect. Employees are required to complete all Disaster Service Worker-related training as assigned, and to return to work as ordered in the event of an emergency.

THE PROVISIONS OF THIS BULLETIN DO NOT CONSTITUTE AN EXPRESS OR IMPLIED CONTRACT. THE COUNTY OF HUMBOLDT RESERVES THE RIGHT TO MAKE NECESSARY MODIFICATIONS TO THE EXAMINATION PLAN IN ACCORDANCE WITH THE HUMBOLDT COUNTY MERIT SYSTEM RULES.

EEOC:

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825 5th Street, Room 100
Eureka, CA 95501
707-476-2349

Position #21-00247A
SHERIFF'S PUBLIC INFORMATION SPECIALIST (M/C) -
SHERIFF'S DEPARTMENT
PC

personnel@co.humboldt.ca.us

Sheriff's Public Information Specialist (M/C) - Sheriff's Department Supplemental Questionnaire

- * 1. This position requires driving on behalf of the County of Humboldt. Do you possess a current and valid U.S. driver's license?
☐ Yes ☐ No
- * 2. What video editing software do you use and approximately how many hours of experience do you have working with this software?
- * 3. What specific duties have you performed in the role of a video editor? Are there any technical editing skills that you specialist in? (Ex: animation/motion graphics, color correction, etc.).

- * 4. Describe a time when you had to learn a new program or software with little to no formalized training.

- * 5. Please describe your professional experience in public relations, including community outreach, media relations, and the use of social media in a professional setting. Provide a brief description of your role, duties, the name of your employer(s), and the dates employed where you gained this experience.

- * 6. What experience do you have that demonstrates your ability to perform in a public relations role and/or a video editing role under pressure during a critical event or emergency?

- 7. Any other coursework, training or experience you would like to add that directly relates to this position.

- * Required Question