



*The County of Bedford, Virginia is pleased to announce it is
seeking an experienced professional to serve as*

PUBLIC INFORMATION OFFICER



The Bedford Community

Bedford County, Virginia, located in Central Virginia, is the home to nearly 80,000 residents throughout approximately 800 square miles. The County, nestled between the major metropolitan areas of Lynchburg and Roanoke, has a robust mix of economic drivers. This has allowed it to be a leader in the region and, over the last thirty years, to experience tremendous growth in both population and economic development. Bedford is fortunate to have a mix of higher density residential development while maintaining vast tracts of agricultural and suburban development.

Amid the National D-Day Memorial, the Peaks of Otter, Smith Mountain Lake, Thomas Jefferson's Poplar Forest, our Artisan Trail, vineyards, breweries, and the dozens of other attractions, Bedford boasts a tremendous portfolio of attractions that have for many years brought people to our community.

A geographically diverse community together with major population centers throughout the county afford a multitude of lifestyles. From small town to suburban to metropolitan to rural, the successful candidate will have no trouble feeling at home and enjoying this wonderful community.

County Government Organization

Bedford County was founded in 1754 and operates under the direction of a Board of Supervisors, which appoints the County Administrator as its chief administrative officer. The County Administrator oversees all general government departments and appoints all personnel, except for the County Attorney.

The seven-member Board of Supervisors serves as the legislative policy-making body.

The County employs approximately 600 full-time staff as well as additional part-time employees. County employees pride themselves on exemplary service offering public safety, community and economic development, and administrative management. Our organization has a long history of delivering services to residents, businesses, and visitors in a conscientious and reliable manner while maintaining the fiscal balance necessary to ensure long-term viability and economic competitiveness of the community.

The County's total annual budget is approximately \$115 million, half of which is dedicated to the public school system.



You are the Future of Bedford County

The Public Information Officer (PIO) is a professional position within the Bedford County Office of Administration.

The PIO is a brand new function within the organization and the successful applicant will be charged with developing this new function. The PIO will implement policies and governance models as they relate to the delivery of a standardized and cohesive communications strategy across the organization. The position will be expected to balance some direct communications work with higher level development of the communications function through collaboration with all departments.

This position will serve as the County spokesperson fulfilling the responsibility for clear and concise, internal and external communication of County activities, including community outreach, citizen engagement, public relations, public information, and media relations.

Work is performed under the general direction of the County Administrator with latitude for independent judgement and action.

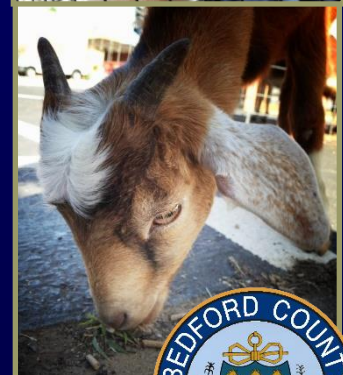
The Ideal Candidate

Bedford County anticipates hiring a Public Information Officer who has a passion for public service. Our organization exists to serve the members of the community and it is important that the individual filling this position share our enthusiasm for delivering public services in a highly effective and efficient manner.

Our goal is always to ensure that the community is well-informed with clear and concise communication of County activities, outreach, citizen engagement, public relations, public information, and media relations.

The PIO will have exceptional qualifications in directing communications functions and public relations. Candidate must demonstrate the ability to implement and enforce communications governance policies and standards; serve as the County representative while working with a variety of media outlets; think strategically and long term about the County's communication needs; and establish effective working relationships with County and public officials, citizens, media, business professionals.

This team member will demonstrate a willingness to focus on constantly improving our processes so that we continue to provide exceptional services and do so in a way that is responsible with the resources entrusted to us by the community.



Public Information Officer - Position Description

The official description for this position is found as an attachment to this announcement, but the following is an overview of the key position responsibilities. This new position will face many exciting challenges and opportunities in the coming years. The PIO will serve as a senior member of the management team and will play a pivotal role in daily operations and in developing our vision and strategy for the future in Bedford County.

As the Public Information Officer, you will:

- Develop & oversee policies for website, social media, and other communications platforms
- Serve as the County spokesperson and direct centralized County-wide communication functions
- Maintain effective lines of internal/external communication with government officials, citizens, and the media
- Design the County's strategic communications plan and community outreach communication plans/platforms
- Collaborate/coordinate with partner organizations on public outreach/special events
- Prepare timely news releases; coordinate media conferences; special coverage and monitor media coverage
- Develop/enforce communication and media policies; and build internal capacity through standardizing communications-related practices
- Train staff and elected officials on effective communication and media strategies
- Monitor community feedback and analyze public understanding of County projects and programs; and ensure that citizen inquiries are properly addressed
- Coordinate communications with Public Safety departments, the media, and public during critical incidents
- Research, prepare, and update communications content on the County website and other media outlets.
- Assist departments with developing content, graphics and layout options for website pages
- Update and monitor online streaming and on-demand video sites



Bedford County Core Position Commitments

Bedford County has established Core Position Commitments for all employees. They inform our practices and help us to ensure that we are meeting the expectations of our community.

We are Committed to Service to our Community

We are Committed to being a Contributing Team Member

We are Committed to being Responsible and Reliable

We are Committed to Professionalism

We are Committed to Consciously Growing and Improving

We are Committed to being Engaged and Loyal

We are Committed to Innovation

We are Committed to being Accountable and Self-Motivated



Compensation and Benefits Package

This position is salaried with access to the full range of employment benefits currently afforded full-time employees. Starting salary for the position is subject to negotiation depending on qualifications. The approved range for this position is \$58,600 - \$75,100.

Retirement - Regular full-time County employees are automatic members in the Virginia Retirement System (VRS), the state government retirement system of the Commonwealth of Virginia.

Group Insurance Plans - Regular full-time County employees are eligible to participate in Bedford County's Group Health Insurance Plans which include medical, dental, and vision. Plans offer an "in network" and "out of network" benefit allowing the participant the flexibility of going to a doctor of choice.

Professional Development - Employees in Bedford County are encouraged to participate in professional development activities in order to increase their knowledge and capabilities. Participation in professional groups, networking opportunities, and other activities are encouraged.

How to Apply for this Opportunity

Qualified applicants should apply online at:

<https://www.bedfordcountyva.gov/jobs>

Application, resume and cover letter may also be emailed or mailed to:

hrinfo@bedfordcountyva.gov

County of Bedford, Virginia
Department of Human Resources
122 E. Main Street, Suite 202
Bedford, Virginia 24523

**Application deadline is
December 10, 2021 at 5:00 pm**

Bedford County is an equal opportunity employer and values diversity throughout its organization. Reasonable ADA accommodations will be provided upon request.



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| POSITION TITLE: | PUBLIC INFORMATION OFFICER |
| DEPARTMENT: | County Administration |
| DIVISION: | County Administration |
| POSITION NUMBER: | 1006 |
| FLSA STATUS / GRADE: | Exempt / 130 |
| CLASSIFICATION: | Professionals |
| REPORTS TO: | County Administrator / Deputy County Administrator |

GENERAL DESCRIPTION OF POSITION:

The Public Information Officer (PIO) is a professional position with Bedford County's Office of Administration. The PIO implements policies and governance models as they relate to the delivery of a standardized and cohesive communications strategy across the organization. The position balances direct communications work with higher level development of the communications function through collaboration with all departments. Position serves as the County spokesperson fulfilling the responsibility for clear and concise, internal and external communication of County activities, including community outreach, citizen engagement, public relations, public information, and media relations.

This position guides the strategic direction of the County as it relates to communications and advises the County Administrators Office on communications strategy. It directs the development and execution of all public relations activities and manages media relations for the County. The position provides direction to other County departments on communications and media relations practices, while also providing support to those functions by creating awareness of their services.

Position is administratively responsible for maintaining and upgrading the County website, social media, and other digital communications tools utilizing graphic design, videos, and photography; and assisting with the operation, programming and maintenance of audio and video equipment. Position provides project and special event support and performs related work as required. Work is performed under general supervision of the County Administrator with latitude for independent judgment and action.

ESSENTIAL DUTIES & RESPONSIBILITIES:

- Develops, implements, and oversees policies and governance structures for website, social media, and other communications platforms
- Serves as the official County spokesperson and directs centralized County-wide communication functions.
- Establishes, promotes, and maintains effective lines of internal and external communication, public information, and community relations activities with appropriate government officials, citizens at all levels, and media representatives.
- Designs and coordinates County's strategic communications plan.
- Develops, implements, and manages strategic community outreach communication plans and platforms (newsletters, social media, website, etc.).
- Collaborates and coordinates with County's partner organizations on public outreach and special events. Serves as a resource to other County departments for special events.
- Represents County at various community functions; delivers presentations as needed.
- Prepares clear and timely news releases and advisories regarding County events, services, and projects in conjunction with all departments; coordinates media conferences and special coverage. Monitors media coverage.
- Develops and enforces communication and media policies.
- Develops media planning for the County and maintains media relationships. Establishes access and maintains the County's presence in social media environment.
- Builds internal capacity through standardizing communications-related practices.
- Periodically provides training and resources to staff and elected officials on effective communication



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| | and media strategies. |
| | <ul style="list-style-type: none"> • Monitors community feedback and analyzes public understanding of County projects, programs, plans, and outreach, and education accordingly. Ensures that citizen inquiries are properly addressed. • Coordinates communications with Public Safety departments, the media, and public during critical incidents, and disaster situations. • Researches, prepares, and updates communications content on the County website and other media outlets. • Assists departments with developing content, graphics and layout options for website pages. • Assists with maintaining, troubleshooting, and positioning audio, video and lighting equipment for broadcasts and recordings. • Updates and monitors online streaming and on-demand video sites. • Facilitates the selection and management of external communications contracts with vendors. • Creates and publishes County annual reports and other periodic and special reports. • Attends Board of Supervisors meetings and provides staff support to Board members as required. • Accomplishes all tasks as appropriately assigned or requested by management. • Participates in employee meetings and training as needed. • Performs special projects as assigned. • Meets attendance requirements and maintains the highest level of dependability. • Consistently demonstrates ability to respond to changing situations in a flexible manner in order to meet current needs, and reprioritizes work as necessary. |

QUALIFICATIONS:

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| <i>Education / Experience:</i> | <p>Bachelor's degree from an accredited college or university with major coursework in communications, marketing, journalism, public relations, or closely related field and five (5) years of progressively responsible experience working in a complex organizational setting while being responsible for directing communications functions and public relations. Equivalent combination of experience and training that displays the required knowledge, skills, and abilities may be considered.</p> <p>Required experience includes: implementation and dissemination of effective communications policies and programs; local government administration as it relates to public relations; experience with community and civic groups, knowledge of print and video production, familiarity with multiple social media platforms; and demonstrated ability to manage politically sensitive issues.</p> |
| <i>Knowledge / Skills and Abilities:</i> | <p>Extensive knowledge of modern principles, and best practices of public relations, public information, media relations, corporate and organizational communications.</p> <p>Strong ability to facilitate a collaborative environment with exceptional interpersonal skills and the ability to communicate effectively, both orally and in writing and to interact effectively with elected officials at all levels, citizens, media, business executives, and other professionals.</p> <p>Ability to implement and enforce communications governance policies and standards to departments and employees whom there is no formal authority over.</p> <p>Demonstrated analytical thinking and problem-solving abilities.</p> <p>Knowledge of writing and editing techniques required to prepare reports, promotional releases, and related documents;</p> <p>Knowledge in the use of Microsoft Office, Power Point, Publisher, and similar software.</p> <p>Ability to serve as County representative while working with various media outlets.</p> <p>Ability to advise and assist the Board of Supervisors, County Administrator and</p> |



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| | <p>County employees in dealing with the media.</p> <p>Ability to think strategically and long term about the County's communications needs.</p> <p>General knowledge of web page maintenance, preparation protocols, graphics and layout.</p> <p>General knowledge of audio and video equipment and processes.</p> <p>Ability to interpret county, state, and federal policies, procedures, and programs of limited scope and difficulty.</p> |
| <i>Certifications / Licenses:</i> | <p>Must possess a valid Commonwealth of Virginia driver's license, proof of insurance required to drive on county business, and acceptable driving record.</p> |
| <i>Physical Requirements:</i> | <p>The physical requirements described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made for individuals with disabilities.</p> <p>The physical requirements described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made for individuals with disabilities.</p> <p>This is light work requiring the exertion of force occasionally, up to 10 pounds of force frequently, and a negligible amount of force constantly to move objects; work requires reaching, fingering, grasping and repetitive motions; vocal communication is required for expressing or exchanging ideas by means of the spoken word; hearing is required to perceive information at normal spoken word levels; visual acuity is required for preparing and analyzing written or computer data, visual inspection involving small defects and/or small parts, operation of machines, operation of motor vehicles or equipment, determining the accuracy and thoroughness of work and observing general surroundings and activities.</p> |
| <i>Environmental Factors:</i> | <p>Employee is subject to inside and outside environment and atmospheric conditions. The noise level in the work environment is usually moderate.</p> |
| <i>Special / Additional Requirements:</i> | <p>Subject to a complete criminal history background search, drug screening, employment and education verification with acceptable results.</p> <p>Employee must be able to travel as needed. Employee may be required to work beyond a normal schedule to include rotating shifts, evenings, weekends, and holidays, to meet the needs of the organization.</p> |
| <i>Disclaimer:</i> | <p>This job description is not designed to cover or contain a comprehensive listing of activities, duties, or responsibilities that are required of the employee. This is not an employment contract and does not alter any employee at-will status.</p> <p>Bedford County, VA is an Equal Opportunity Employer.</p> |
| <i>Approved by:</i> | <i>Personnel Committee / County Administrator</i> |
| <i>Approved date:</i> | November 2021 |
| <i>Revised:</i> | |

