

COACHELLA VALLEY MOSQUITO AND VECTOR CONTROL DISTRICT

43-420 Trader Place, Indio, CA 92201 • (760) 342-8287 • FAX (760) 342-8110 • www.cvmvcd.org

POSITION: PUBLIC INFORMATION OFFICER

SALARY: \$7,060.00 - \$9,012.00 (The salary range is based on a 6-step merit system for all classifications)

BENEFITS: Full benefit package (retirement, medical, dental, vision, sick leave, 12 ½ paid holidays annually)

STATUS: Regular full time

CLOSING DATE: Open Until Filled

Definition of the Position: The Public Information Officer is an exempt, at-will position responsible for identifying and utilizing appropriate methods for reaching the District's stakeholders; representing the District in media and community relations appearances; and developing public information programs to raise awareness and provide education about vector control and vector-related public health concerns, including creative video and graphic content for digital, broadcast, and print campaigns. The position requires discretion, judgment, creativity, and will be responsible for supervising other department personnel. Excellent communication skills and sound judgment are required. The PIO reports directly to the Public Information Manager.

Essential Duties

1. Develops and executes public outreach, awareness, and education programs to promote knowledge of the District's vector control programs to a variety of community stakeholders, including media, government agencies, communities, school districts, utility districts, and residents.
2. Plans, schedules, and participates in community and media events, sometimes during the evenings and on weekends, such as fairs, exhibits, and attractions that profile and promote public awareness of the District's mission, activities, and function.
3. Writes and publishes media releases and articles associated with District activities and events.
4. Creates and develops multimedia informational/educational materials for public and District use relating to the District's activities. This includes researching, writing, taking professional photos, graphic design, and recording and editing professional videos.
5. Proactively maintains, provides updates, and develops original content for the District's website and social media platforms.
6. Assists with the development, design, and implementation of advertising and other outreach strategies delivering accurate and effective information District-wide and to targeted groups motivating effective behavior change.
7. Develops messaging, talking points, and media training for District staff; and serves as spokesperson for the District as assigned by the Public Information Manager.
8. Develops contacts and relationships with media to create positive media opportunities for the District and manages media-related inquiries, coordinating or giving media interviews.
9. Develops contacts and relationships with key stakeholders including city officials, partner agencies, and HOA and country club managers.
10. Oversees outreach programs to schools including job shadows, internships, presentations to students, and the development and marketing of an online curriculum about vectors and vector control for different school grades, in collaboration with other public outreach staff.
11. Works in collaboration with other District personnel as required.
12. Performs other related work as required.

Knowledge and Skills: To be successful in this position, an individual must be able to perform each essential duty and responsibility independently and satisfactorily. The position requires outstanding verbal and written skills in English; the ability to work effectively with other employees and the public; a deep understanding of

public information gathering and disseminating; and proficiency in standard computer software applications for word processing, presenting, graphic design, and video production.

Education and Experience: A bachelor's degree from an accredited college or university in Communications, Journalism, Marketing, Video or Graphic Arts, Science, Education, or related field, and at least three years of related experience working in public relations, journalism, for a public health agency, non-profit organization, or vector abatement agency. Experience is desired working and interacting with the public and community members, giving interviews to the media, and delivering presentations to a live audience; writing and/or designing public information materials such as brochures, flyers, and articles for public dissemination; knowledge in video production/editing, digital and social media advertising and web design.

Preferred Experience: Ability to write, speak, and understand Spanish.

Other: Possession of a valid California Driver license and driving record acceptable to CVMVCD insurance carrier; Certification by the California Department of Public Health as a Certified Technician must be obtained within 1 year of employment and maintained throughout employment in Pesticide Application and Safety, Mosquito Biology and Control, Invertebrates of Public Health Importance, and Vertebrates of Public Health Importance; successful completion of pre-employment physical examination, drug screening, and background check.

Working Conditions:

The *Public Information Officer* may be exposed to: pesticides, communicable diseases and other health hazards; inclement weather conditions; and verbally abusive behavior from unfriendly individuals.

PHYSICAL DEMANDS

- Ability to work in an office environment with extended exposure to computer screens
- Ability to use fine hand manipulation; carry items; perform repetitive hand movement associated with computer usage; walk; climb a ladder; bend; twist; turn; balance; lift; push; drag; perform simple and power grasping; squat; stoop; kneel; reach; climb; and pull
- Ability to demonstrate measurable visual depth perception and color vision; have a minimum of single ear aided hearing
- Ability to regularly* sit for extended periods of time
- Ability to occasionally* stand for extended periods of time

- * Periodically – Activity or condition exists up to 25 percent of the time
- Occasionally – Activity or condition exists from 25 to 50 percent of the time
- Regularly – Activity or condition exists from 50 to 75 percent of the time
- Frequently – Activity or condition exists 75 percent or more of the time

ENVIRONMENTAL CONDITIONS

Occasionally the work is performed in extremely high temperatures which may include the requirement that protective gear and equipment be carried. Extreme dryness is present much of the time although some weather conditions or locations include humid conditions. The employee will be exposed to hazards which include insect bites, chemicals, fumes and dust.