

Nevada State Contractors Board

Public Information Officer

Las Vegas, Nevada

POSITION SUMMARY

Under the general supervision of the Executive Officer, the Public Information Officer develops, maintains and evaluates the Nevada State Contractors Board's information, education, and public relations/marketing program designed to promote public protection, and create and maintain a favorable public image. Prepares and distributes fact sheets, news releases, photographs, etc. to media representatives, governmental officials, community groups, and the public. Manages messaging on social media outlets and the agency's website. The Public Information Officer writes speeches and organizes events to publicize projects and create interest. This position represents the Nevada State Contractors Board during community projects and in public, social and business gatherings. This position has the responsibility to develop, organize, and direct a comprehensive communications program to inform the public and licensed contractors of the activities and objections of the NSCB.

ESSENTIAL DUTIES

- Plan, organize and carryout the NSCB's public information program including outreach and publications.
- Plan, write, edit and supervise the layout and production of all media material, including press releases, media advisories, industry bulletins and determine appropriate dissemination of the information through media channels.
- Serve as media spokesperson, determine and coordinate public outreach programs, initiate proactive media outreach, conduct media interviews, coordinate responses to complex and sensitive media inquiries, conceptualize and write editorial and opinion stories as well as in-depth feature articles on NSCB activities and how consumers can protect themselves as spokesperson and media liaison to disseminate agency-related programs and accomplishments to inform and educate the public.
- Maintains uniform standards and procedures of dissemination of information and ensures public communications are clear, consistent, and accurate.
- Monitors media coverage and responds to media inquiries.
- Manages and maintains messaging on a variety of social media outlets and agency website. Oversee the content published ensuring information is accurate, appropriate, user-friendly, and ADA compliant.
- Prepare, review and edit reports and presentations for board meetings as well as community and industry outreach.
- Prepares talking points for the Executive Officer and other management staff for regular board meetings and special events.
- Prepares annual calendar for press releases and media activity.
- Consults with department officials and Board members in responding to media inquiries and promoting board programs and services.

- Prepares, reviews and edits news conferences, press releases, script, articles, brochures, etc.
- Maintains contact with local media in Southern and Northern Nevada by participating in video-tapes and telephone interviews.
- Establishes and maintains relationships with representatives of community, employee and public interest groups.
- Confers with agency personnel to identify trends and key group interests and public concerns.
- Collects data and review materials for media relations use.
- Conducts public appearances, lectures or exhibits in order to increase awareness and to promote goodwill for the agency.
- Speaks to various groups to provide information which may include delivering speeches and presentations.
- Provide training to employees on media and protocol.
- Performs other duties as assigned.

KNOWLEDGE, SKILLS AND ABILITIES

Knowledge of:

- Departmental programs, policies and functions.
- Media production, communication and dissemination techniques and methods, including alternative ways to inform via written, oral and visual media.
- Basic principles of communication.
- Structure and content of the English language including the meaning and spelling of words, rules of composition and grammar.

Skill in:

- Prioritizing tasks to meet deadlines.
- Reviewing, proofreading, editing and verifying written materials for accuracy and adherence to policies and procedures.
- Communicating effectively, both verbally and in writing to convey information appropriate for the needs of the audience.
- Operating standard office equipment (e.g. computer, calculator, facsimile, copiers, etc.)

Ability to:

- Gather and verify news information through interview, observation and research.
- Establish and maintain effective working relationships with the public, news media and other contacted in the course of the assignment.
- Maintain a professional demeanor during stressful and highly visible situations.
- Work within stringent deadlines to complete projects and assignments.
- Produce written documents in the English language using proper sentence structure, punctuation and grammar.

- Read, comprehend and interpret complex written materials.
- Make presentations to small and large audiences.
- Respond to citizen and media requests in a courteous and effective manner.
- Organize, prioritize and perform multiple tasks.
- Work any hours including weekends, holidays, rotating shifts, call-outs and overtime.
- Communicate orally and in writing with other employees, members of the media, other agencies and the public by telephone, in a one-on-one, face-to-face setting and in a group setting.

ATTRIBUTES AND COMPETENCIES

To perform the job successfully, an individual should demonstrate the following attributes and competencies to perform the essential functions of this position.

- Analytical - synthesizes complex or diverse information; collects and researches data; uses intuition and experience to complement data; designs work flows and procedures.
- Problem Solving – identifies and resolves problems in a timely manner; gathers and analyzes information skillfully; develops alternative solutions; works well in group problem solving situations; uses reason even when dealing with emotional topics.
- Oral Communication – speaks clearly and persuasively in positive or negative situations; listens and gets clarification; responds well to questions; demonstrates group presentation skills; participates in meetings.
- Written Communication – writes clearly and informatively; edits work for spelling and grammar; varies writing style to meet needs; presents numerical data effectively; able to read and interpret written information.
- Ethics – treats people with respect; keeps commitments; inspires trust of others; works with integrity and ethically; upholds organizational values.
- Organizational Support – follows policies and procedures; completes administrative tasks correctly and on time; supports organization’s goals and values; benefits organization through outside activities.
- Adaptability – adapts to changes in the work environment; manages competing demands; changes approach or method to best fit the situation; able to deal with frequent change, delays or unexpected events.
- Attendance/Punctuality – is consistently at work and on time; ensures work responsibilities are covered when absent; arrives at meetings and appointments on time.
- Planning/Organizing – prioritizes and plans work activities; uses time efficiently; plans for additional resources; sets goals and objectives; develops realistic action plans.
- Professionalism – approaches others in a tactful manner; reacts well under pressure; treats others with respect and consideration regardless of the status or position; accepts responsibility for own actions; follows through on commitments.
- Quality – demonstrates accuracy and thoroughness; looks for ways to improve and a promote quality; applies feedback to improve performance; monitors own work to ensure quality.

EDUCATION AND EXPERIENCE

Bachelor's Degree (BA/BS) preferably in journalism, communications, public relations or related-field from a four-year college or university; or one to two years related experience and/or training; or equivalent combination of education and experience.

CERTIFICATE AND LICENSES

Must possess a valid Nevada Driver's license with insurable driving record.

ENVIRONMENTA/PHYSICAL

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of the job. Reasonable accommodation may be made to enable individuals with disabilities to perform the essential functions. The noise level in the work environment is usually moderate. While performing the essential duties of this job, the employee is occasionally exposed to outside weather conditions.

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of the job. Reasonable accommodation may be made to enable individuals with disabilities to perform the essential functions. The employee may regularly lift and/or move up to 10 pounds and occasionally lift and/or move 25 pounds. Specific vision abilities required by this job include close vision, distance vision, peripheral vision, depth perception and ability to adjust focus. While performing the duties of this job, the employee is regularly required to sit and talk or hear. The employee is regularly required to walk and use hands to finger, handle or feel. The employee is occasionally required to stand; reach with hands and arms; climb or balance.

Send resume to: recruit2@nscb.state.nv.us.