



Job Title: Communications Officer	FLSA: Exempt Salaried
Department: Administration	Reports to: Town Manager

Position Overview: Performs difficult administrative and professional work managing the Town's social media channels and government TV Channel, overseeing and coordinating public information programs and publicity activities, creating comprehensive community outreach programs, communicating Town initiatives, projects, plans, and practices to Oak Island residents and stakeholders, developing guidelines for regular and emergency communications, and related work as apparent or assigned. This position is designated as essential during emergency or disaster situations. Work is performed under the limited supervision of the Town Manager.

Essential Job Functions

- Manages Town of Oak Island social media channels and government TV Channel; produces, writes, edits and distributes media releases, regular newsletters and other content as required.
- Oversees and coordinates public information programs and publicity activities for the Town; develops and expands communication resources for citizen outreach.
- Produces reports, presentations, recruitment messaging and public service announcements; produces public educational materials about the Town's operations, programs and initiatives.
- Acts as the Town spokesperson and is the liaison between the Town and the media, coordinating responses to media inquiries and efforts.
- Develops, coordinates and executes internal and external communication strategies; presents recommendations to elected officials, town management and key personnel.
- Coordinates responses to public inquiries and requests.
- Supports elected officials, town management and key personnel with training on media relations, social media best practices, and communication policies and procedures.
- Attends public meetings and internal operational meetings to stay abreast of Town activities and initiatives.
- Assists as necessary with planning of and support for community events and festivals.
- Works with staff to develop and implement Emergency Communications Policy and Procedures.
- Serves as essential on-call Public Information Officer to respond in case of an emergency; participates in Emergency Operation Center (EOC) upon activation as Public Information Officer.
- Attends conferences and trainings to stay informed of current best practices in public information and communications.
- Develops community relations and partnerships.

Requirements

- Bachelor's degree with major coursework in communications, journalism, public administration, public relations, or related field and considerable experience in communications, journalism, public relations, public administration, emergency management or an equivalent combination of education and experience.
- Possession of an appropriate driver's license valid in the State of North Carolina.
- Possession of or ability to obtain Incident Command Basic PIO FEMA certification within six months of hire.

Knowledge, Skills, and Abilities

- Thorough knowledge of media production, communication, and dissemination techniques and methods.
- Skill in the use of social media.
- Skill in the use of related software applications.
- Ability to operate standard office and computer equipment including ability to operate cameras.
- Ability to express ideas effectively and professionally both orally and in writing.
- Ability to work within strict deadlines and re-prioritize responsibilities as needed.
- Ability to perform work during emergency or disaster situations upon request and as assigned by management.
- Ability to establish and maintain effective working relationships with associates, supervisors, elected officials, media, organizations, industry professionals, and the general public.

Physical Requirements

This work requires the occasional exertion of up to 25 pounds of force; work regularly requires sitting, frequently requires speaking or hearing and using hands to finger, handle or feel and occasionally requires standing, walking, stooping, kneeling, crouching or crawling, reaching with hands and arms, tasting or smelling, pushing or pulling, lifting and repetitive motions; work has standard vision requirements; 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; work requires preparing and analyzing written or computer data, visual inspection involving small defects and/or small parts, using of measuring devices, operating motor vehicles or equipment and observing general surroundings and activities; work occasionally requires exposure to outdoor weather conditions; work is generally in a moderate noise location (e.g. business office with computer printers/copiers, light traffic).

NOTE: This job description is not intended to be all-inclusive. Employee may perform other related duties as assigned to meet the ongoing needs of the organization. Reasonable accommodations may be made to enable an individual with disabilities to perform the essential functions.

Communications Officer 2020

Pay Grade 26

\$50,889 - \$75,925