

# Public Information Officer

Central District Health Department  
(Health District #4)

Open for Recruitment: September 25, 2013 – October 9, 2013

Announcement #: NONCLAS058817

Salary Range: \$22.04 - \$27.55 per hour – **Plus Competitive Benefits!**

Location: Boise, Idaho

**SPECIAL NOTIFICATION:** This position is exempt from state classified service and the rules of the Division of Human Resources.

## PRINCIPAL RESPONSIBILITIES

1. **Public Relations and Information/Media Interface:** Cultivate community relations to improve visibility and awareness of the Health District and its services. Make public presentations; provide media interviews; serve as the department spokesperson on current public health events/topics; and represent the department at meetings, conferences, and relevant outreach venues. Effectively communicate messages about health risks, especially in the event of a public health threat or emergency.
2. **Program Management:** Develop and implement public relations campaigns, and public responses for the Health District on current public health events/topics.
3. **Web and Social Media Assessment:** Monitor, update and evaluate effectiveness of District Webpage and Social Media outreach efforts in meeting the needs of the community and disseminating information.
4. **Writing/Editing:** Produce or edit and coordinate the use of educational programs; produce or edit publications such as handbooks, brochures, or newsletters utilizing in-house resources or contracted vendors. Write or edit materials for release to the media on behalf of the Health District.
5. **Message Development and Assessment:** Monitors and evaluates department information and public relations and marketing effort for value and cost-effectiveness; assesses public reaction to management policy and program decisions; consults with and advises management on media, publication, and public relations matters; may prepare department position statements; develops, provides, or directs in-service information and public relations training; hires and oversees the work of consultants and vendors such as graphic designers, advertising agencies and photographers; coordinates development and use of displays and exhibits; may supervise staff.

**MINIMUM QUALIFICATIONS:** Exceptional oral and written communication skills and techniques. Experience planning, developing, and implementing major public information projects; developing and making oral presentations to groups; interpreting and translating specialized material into information useable by the public; producing or

editing informational material using electronic word processing; gathering and preparing general public health news or writing a variety of news releases that will be published or broadcast in the mass media for the general public; developing, writing, and producing informational material for mass distribution and specialized audiences. Good knowledge of organization, structure and ethics of electronic and print news media. Good knowledge of web page development and social media. Some knowledge of: audiovisual production, to include video productions, still photography, computer-generated graphics related to public information objectives. This position requires the applicant to be innovative, collaborative and adaptive in their social marketing strategies.

**EVALUATION PROCESS:** Resume review. It is essential that your customized resume emphasize positions that are directly related to the minimum qualifications noted above. Include a sample of previous publications produced. Priority will be given to applicants who can demonstrate previous experience producing written material for an agency, balancing multiple priorities with competing timelines, and functioning as a spokesperson for an agency with the media.

Central District Health Department will review applicants for education and experience related to these requirements. Based on this review, the Health District will interview the most highly qualified individuals.

**HOW TO APPLY:** Send your customized resume and publication example with a cover letter to:

Central District Health Department  
Human Resources  
707 N Armstrong Place  
Boise ID 83704

Or through e-mail to: [jpeck@cdhd.idaho.gov](mailto:jpeck@cdhd.idaho.gov)