

LANCASTER COUNTY  
PUBLIC INFORMATION OFFICER

#### NATURE OF WORK

This is responsible administrative and professional work developing and presenting public information materials for the Lancaster County Sheriff's Office.

Work involves serving as the primary liaison between the Sheriff's Office and the media, as well as managing public relations and communications efforts. Work also includes ensuring the timely and accurate dissemination of information to the public and media, maintaining positive relations with media outlets, and supporting the Sheriff's Office in handling public inquiries and media relations during critical events.

#### EXAMPLES OF WORK PERFORMED

Oversee daily briefings, ensuring accurate and pertinent information is communicated to the media.

Cultivate and maintain strong working relationships with local media outlets to facilitate effective communication.

Respond to media inquiries, assist with Freedom of Information Act (FOIA) requests, and coordinate the release of information during major events involving the Sheriff's Office.

Work with on-scene supervisors to manage the release of information to the media.

Prepare talking points for Sheriff's Office personnel interacting with the media and act as an advisor on media-related issues, including those with potential national impact.

Develop and conduct media relations training for internal personnel and external stakeholders.

Train and oversee the PIO backup to ensure continuity during absences.

Create and implement content and marketing strategies, including developing videos and promotional materials.

Undertake other special projects or duties as assigned by command staff.

Perform related work as required.

#### DESIRABLE KNOWLEDGE, ABILITIES AND SKILLS

Thorough knowledge of the preparation of written public information items such as news releases, newsletters and brochures.

Thorough knowledge of the preparation of audio, visual and video information.

Considerable knowledge of public information and media relations best practices, including handling sensitive or confidential information.

Considerable knowledge of crisis communication strategies and techniques.

Considerable knowledge of laws and regulations related to public information, such as Freedom of Information Act (FOIA) requirements.

Considerable knowledge of equipment, techniques and supplies used in shooting, developing and printing lithographic reproductions and photographs.

Considerable knowledge of public information techniques and the ability to prepare public information programs and strategies.

Considerable knowledge of principles involved in video, computer graphic software, and personal computers.

Knowledge of City, County, and State governmental agencies and community organizations and the functions of each.

Ability to make professional and administrative decisions within the framework of City/County governmental and departmental policies, procedures and practices.

Ability to present ideas concisely and effectively both orally and in writing.

Ability to coordinate, compile and prepare a wide variety of reports from a variety of information sources.

Ability to establish and maintain effective working relationships with subordinates, public officials, press representatives and the general public.

#### MINIMUM QUALIFICATIONS

Graduation from an accredited four-year college or university with major coursework in journalism, business or public administration as it relates to public relations, plus three years of experience or any equivalent combination of training and experience that provides the desirable knowledge, abilities and skills.

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