



DIVISION OF PERSONNEL

JOB POSTING

March 22, 2024

DEPARTMENT/ DIVISION: Administration

TITLE: Public Information Officer

STATUS: OPEN TO THE PUBLIC

DUE: Open until filled

This is to advise that the position of Public Information Officer is now available with the Township of Toms River. Job Description and Qualifications are as follows:

The Public Information Officer position was created to provide Toms River citizens with as much information as possible about Township operations. It is essential as we continue to tell the story of our government in a straight-forward manner so the public can make their own intelligent judgment on Toms River's performance. The Public Information Officer shall report directly to the Township Business Administrator, or his/her designee.

The ultimate mission of the Public Information Officer is to maintain contact with all media outlets including print, radio, and broadcast and ensure any information requested for interviews is furnished in a prompt and professional manner. Along with supplying information to both the media as well as the public, the position entails the officer write all news releases on Township operations of public interest. In this regard, the officer will be responsible for attending various township activities including, but not limited to, Township Council meeting presentations, annual ceremonies and parades, and events throughout Township departments. The officer must be qualified to photograph and provide copies of photos of events to interested public and write releases, sending to all local media outlets by various communications.

While performing the aforementioned, it will also be the Public Information Officer's primary duty to keep the Township website and social media updated with relevant and current information. The officer will ensure current event photo galleries are posted, Mayor and Council Members' biography and photo galleries are updated as needed, and to always post pertinent Township or event information on the webpage in a timely manner.

The Public Information Officer is appointed by and serves at the Mayor's pleasure and is responsible for addressing the needs of the Mayor, Council and all departments who require the assistance of the Public Information Officer. It is the obligation of the officer to carry out all of the foregoing in a timely and professional manner. The Public Information Officer does not supervise any other employee.

The officer's compensation will be set by the Mayor within the authorized Administrative Assistant salary range established by the Township within the salary ordinance. The minimum of 35 hours per week with the "flexible" daily hours as necessary for the Public Information Officer to carry out the aforementioned duties and responsibilities enumerated herein. If budgetary constraints exist, the position of Public Information Officer may be combined with another position, or the hours may be appropriately reduced by the Business Administrator.

Essential Functions:

- Responsible for the Township news media relations, dealing with print and broadcast media on a local and regional level.
- Consult with Township Council and Administration on a daily basis on issues affecting organizational communications and in formulating policies which will strengthen community relations.
- Demonstrate continuous effort to improve operations and work cooperatively and jointly with all phases of municipal government, to provide quality seamless customer service.
- Write press releases, speeches, and stories for the Township Bulletin.

Required Knowledge, Skills and Abilities:

Knowledge of:

- Principles, techniques, and objectives of a Public Information Officer as it applies to municipal government.
- Current English usage and journalistic styles.
- The regulations, procedures, and services of municipal departments and agencies.

Ability to:

- Compose news articles, informational bulletins, and brochures.
- Work closely with Mayor, Council, and Department Heads, Township employees, and the public as it pertains to public information.
- Work flexible hours when necessary for coverage of council meetings, presentations, formal ceremonies, etc.
- Take quality photographs for distribution to media and organizations on CD and transfer to the Township website.
- Co-ordinate with the Information Technology Department on the maintenance of the Township website as it pertains to current and relevant information.
- Communicate orally in the English language with the public in face-to-face, one-on-one settings, and in group settings.
- Produce written documents in the English language with clearly organized thoughts using proper sentence construction, punctuation, and grammar.
- Work cooperatively with others.
- Work safely without presenting a direct threat to self or others.
- Comprehend and make inferences from written material in the English language.

Additional Requirements:

Some positions require the use of personal or Township vehicles on Township business. Individuals must be physically capable of operating the vehicles safely, possess a valid driver's license and have an acceptable driving record. Use of a personal vehicle for Township business will be prohibited if the employee is not authorized to drive a Township vehicle or if the employee does not have personal insurance coverage.

Perform other essential or marginal functions as assigned by the Business Administrator.

Acceptable Experience and Training:

Ideally the applicant will have five years' experience as a Public Information Officer in a municipal setting. A bachelor's degree in journalism English, public relations or like subjects in related fields. Other combinations of experience and education that meet the minimum requirements may be substituted.