



CLASS SPECIFICATION

Class Code: TBD
Date Est: 03/2026
Last Rev:
Last Title Chg:
FLSA: Non-exempt
Probation: 12 Months

PUBLIC INFORMATION OFFICER (PIO)

DEFINITION

Under general supervision, plans, coordinates and conducts the public information program for the District; serves as liaison with the public, other government entities, partnering agencies, community groups and the media; and performs related work as required.

EXPERIENCE AND TRAINING REQUIREMENTS

A Bachelor's degree from an accredited college or university in communications, marketing, political science, public administration, public relations, inter-governmental communications, journalism, television, telecommunications or a closely related field; AND two years of experience preparing and disseminating information through social media platforms, radio, television, newspapers or other publications; OR an equivalent combination of training and experience.

LICENSE OR CERTIFICATE

Required at time of appointment:

- A valid driver's license.

Required within 1 year of appointment:

- Incident Command System 100, 200, 700, and 800

SUPERVISION EXERCISED

Exercises no supervision.

EXAMPLES OF DUTIES *(The following is used as a partial description and is not restrictive as to duties required.)*

- Serve as a spokesperson and resource for information regarding the District; respond to a variety of inquiries from staff, the media, outside agencies, community groups or the public on the telephone, in person, by email, through social media, and by letter in a timely manner, providing information or directing questions to appropriate staff to promote good public/media relations and create cooperative working relationships.
- Assist the District with public relations strategy; provide necessary guidance to ensure communication efforts align with the overall mission of the District; manage a variety of issues including high profile situations requiring the utilization of crisis communication skills.
- Arrange press conferences and authorize appearances or press statements from staff members by providing staff with guidelines and strategies to present message/information/issues properly.

- Foster good public/media relations by notifying the media of newsworthy events, providing pertinent information in a timely manner and discussing potential articles or radio/TV/social media stories.
- Create materials to promote and publicize internal and/or community relations, by creating and distributing newsletters, brochures, fact sheets, special feature stories, video and audio recordings for media representatives; develop exhibits, displays and materials for promoting programs on social media, at community events and fairs to maintain public awareness of program issues and concerns.
- Develop a variety of educational materials, including publications, a series of television/social media productions, forms and brochures; plan and coordinate lectures, film programs and public forum programs to create a better understanding of District programs, services, policies and projects.
- Maintain and monitor social media platforms; edit social media content, press releases and similar digital and print publications, selecting materials to be included; proofread and rewrite work from others to ensure accuracy, completeness and readability; perform layout and design and/or meet with graphic artists and printers to arrange for and coordinate their services.
- Represent the District before special interest groups and community organizations and provide information on a variety of related issues; attend public and government meetings to present programs or materials representative of the District's activities; attend internal and external meetings and events to build agency morale and community support.
- Initiate, maintain, and update a variety of resource materials, files, and records, including news archives, of background information related to area of assignment.
- Take photographs, operate video cameras, and maintain audio/visual equipment and supplies.

JOB RELATED AND ESSENTIAL QUALIFICATIONS

Full Performance *(These may be acquired on the job and are needed to perform the work assigned.)*

Knowledge of:

- Organizational structure of Truckee Meadows Fire Protection District, as it relates to programs and activities of assigned area(s). Government process as it relates to area(s) of assignment.
- District policies, practices, and procedures, including protocol.
- Media resources and other forms of public outreach available in the community.
- Management information systems and software used in the assigned area.
- Programs related to multi-platform social media posting and analytics.
- Terms and acronyms commonly used in the assigned function.
- Public relations practices and strategic program development.
- Methods and techniques of video, photographic, and audio production, including TV/radio, social media and internet platforms.
- Budget process and funding sources.
- Nevada's Public Records Act (NRS Chapter 239)

Ability to:

- Develop comprehensive public relations and public information programs for area(s) of assignment.
- Develop and maintain cooperative and productive working relationships with local media and key figures in community groups and agency programs.

Entry Level *(Applicants will be screened for possession of these through written, oral, performance, or other evaluation methods.)*

Knowledge of:

- Components of a public relations program including media relations and news media related activities.
- Promotional techniques and marketing methods, including publicity materials appropriate to TV, print, radio, internet, social media and other outlets.
- Methods for developing and presenting public information programs.
- Social media communications and digital communication platforms.
- Copy writing, editing, layout, photography, graphics/design, as well as video and audio editing.

Ability to:

- Evaluate information/situations, formulate promotional or public relations strategies and make recommendations for media access and appropriate messaging.
- Plan and coordinate all components of public information, education, and promotional activities.
- Write materials appropriate for a variety of venues, such as speeches, brochures, news releases, fact sheets, public service announcements, social media postings, news or special interest articles.
- Make effective visual and oral presentations in front of individuals and groups.
- Understand complex issues and communicate key components to diverse audiences quickly.
- Collaborate with internal and external subject matter experts to address crisis situations.
- Create rapport with diverse audiences and build effective community networks.
- Analyze the news value of events and keep informed of current events.
- Prepare rough illustrations and diagrams for layout purposes.
- Interpret and apply regulations, policies, and procedures.
- Plan and organize assignments to meet schedules and timelines.
- Use a personal computer, camera, cell phone, tablet, a variety of internet and social media platforms, and software, including desktop publishing.
- Establish, foster, and maintain effective working relationships with those contacted in the course of work.

SPECIAL REQUIREMENTS

Essential duties require the following physical skills and work environment.

- Ability to stand and walk for extended periods. Ability to frequently stoop, bend, and kneel. Corrected hearing and vision to normal range. Verbal communication and reading ability. Ability to work at considerable heights. Ability to perform sustained and vigorous activities in a variety of environmental conditions. Ability to tolerate exposure to heat, fumes, smoke pressurized water, and chemicals.
- Positions are required to work varied shifts including evenings, weekend, and holidays.
- Applicants will be required to undergo a background investigation prior to being considered for employment.

This class specification is used for classification, recruitment, and examination purposes. It is not to be considered a substitute for work performance standards.