

PUBLIC INFORMATION OFFICER / PARKS AND EVENTS COORDINATOR

General Statement of Duties

Performs responsible professional work as Public Information Officer and in planning, coordinating, and promoting a variety of events, activities, and programs for the Town.

Distinguishing Features of the Class

An employee in this class plans, coordinates, promotes, and executes a variety of public information, special events, festivals, and activities, and park management for the Town. Work includes planning, coordination and implementation of special events; creating promotional and marketing material for the Town in general as well as for events; and ensuring adequate logistical planning. Sound judgment and initiative are required in performance of the work. Extensive organizational and public contact are required in facilitating events and requires the ability to be tactful and courteous under pressure. Work requires considerable independent responsibilities while coordinating activities and executing work in a timely manner. Employee is subject to hazards in event management work including working in both inside and outside environments, in extreme hot weather, noise, dusts and fumes. Work is performed under regular supervision and is evaluated through reports, conferences, and by an appraisal of the general effectiveness of promotional activities and community feedback.

Duties and Responsibilities

Assists the Public Information Officer in relaying information to the public including social media and websites; live streaming and audio visual support for Board meetings; composing, producing and distributing newsletters, brochures, emergency communications, press releases, and videos of public meetings; filling public records requests; developing and coordinating Citizens' Academy; serving as liaison to the Beaufort Development Association; and assisting Board, management and departments in promotions and clear communications.

Assists departments with creating surveys and publicizing and monitoring quality and representativeness of responses.

Plans, develops, organizes and promotes recreational, educational and social events, activities, and programs to meet the needs of the residents and visitors such as Christmas and 4th of July parades, pirate invasions, triathlons, grand openings, National Night Out, music festivals and races; recruits, trains and organizes volunteers; schedules event times and locations; coordinates logistics with other Town departments; ensures private events and groups have appropriate insurance, fees trash services, security and EMS; coordinates with donors and performs fundraising.

Manages facility rentals including approving applications, taking deposits, assisting with information and set up, etc.

Oversees park projects and solicits input from the public and boards; serves as liaison with the public regarding park issues.

Fills in for the Town Clerk as needed.

Coordinates annual kayak lottery and coordinates with recipients.

Serves as liaison to the Parks and Recreation Advisory Board including preparing agendas, minutes, making staff presentations, and event coordination; presents Advisory Board recommendations to the Board of Commissioners; serves as liaison to other groups as assigned.

Serves as certified pool operator for splash pad chemicals and mechanical operations.

Prepares policies, strategies, budgets and recommendations for the Public Information and Events Director.

Orders and maintains necessary equipment and supplies for programs and events.

Develops a list of budget needs and provides input.

Provides general customer service to citizens in person, by phone and email.

Coordinates events with all other Town departments and staff.

Additional Job Duties

Performs related duties as required.

Recruitment and Selection Guidelines

Knowledges, Skills and Abilities

Knowledge of the principles and practices of public information and public relations, marketing, media management and customer service excellence.

Knowledge of the principles, practices and methods of special events planning, volunteer management, and the methods of marketing and promotions.

Considerable knowledge of the principles, practices and methods in office practices and procedures.

Considerable knowledge of the principles of customer service and how they relate to daily activities, programs and events.

Considerable knowledge of office and media technology.

Considerable skill in dealing with the public, coworkers and volunteers including motivations, communications, collaborative conflict resolution, meeting facilitation, DEI, emotional intelligence, and teamwork.

Some knowledge of park design and operations.

Ability to effectively plan, promote, organize and execute a year round program of events and marketing activities.

Ability to plan and coordinate the work of other Town departments and volunteers.

Ability make contingency plans and apply sound judgement in unforeseen situations.

Ability to express ideas and communicate effectively in oral and written forms.

Ability to deal tactfully and courteously with the public.

Ability to establish and maintain effective working relationships with volunteers, business owners, community organizations, employees, and the general public.

Ability to plan and organize work for efficient processing, set and follow effective work priorities, meet established deadlines and multi-task.

Ability to negotiate and manage contractual agreements.

Ability to work independently or in a team environment as needed.

Ability to solicit and secure sponsorships to support events and marketing activities.

Physical Requirements

Must be able to physically perform the basic life operational functions of sitting, stooping, crouching, bending, lifting, climbing, reaching, standing, walking, fingering, talking, and hearing.

Must be able to perform light work exerting up to 20 pounds of force occasionally; and/or up to 10 pounds of force frequently and/or a negligible amount of force constantly to move objects.

Must possess the visual acuity to prepare and analyze data, to read extensively, and to make visual inspections to determine accuracy, neatness and thoroughness of work assigned.

Desirable Education and Experience

Graduation from a four year college or university with a degree in marketing, public relations, event management, parks and recreation, or related field and experience in communications and event planning activities; or an equivalent combination of education and experience.

Special Requirement

Possession of a valid NC driver's license.