

# **EXECUTIVE ASSISTANT/PUBLIC INFORMATION OFFICER**

**JOB SUMMARY:** The Executive Assistant Public Information Officer provides administrative support and assistance to the Chief Executive Officer and staff. Maintains all files and provides all administrative support for Board and committee meetings. Performs informational and communications work. Work involves collecting information to develop, create, and produce content and materials for release to various communications media (news, print, digital, and or social) and for use by the programs of Workforce Solutions South Plains. Works under supervision of the Chief Executive Officer. Latitude is provided for the use of initiative and independent judgment.

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## **ESSENTIAL JOB FUNCTIONS:**

- Develops and implements communications strategies and policies relating to the Board's public information function.
- Plans, directs, develops, and provides operational oversight of public information, press and media relations and communications publications.
- Prepares, writes and/or edits press releases, media advisories, newsletter, web-based content, and general publications.
- Prepares copy and coordinates the illustration and printing of publications and promotional print materials.
- Develops Web site and social media content and participates in usability testing and enhancements.
- Promotes on an ongoing basis the organization's value and brand.
- Coordinates newsworthy information submitted by Workforce Solutions staff; edits and approves publications prepared by Workforce Solutions staff prior to final dissemination.
- Acts as public relations liaison and point of contact for media representatives, public, partner agencies, chief elected officials, and local/state/federal officials.
- Organizes communication activities to foster public understanding of organization's services, special initiatives, and successes.
- Performs and schedules media interviews, as necessary.
- Provides training as needed to internal staff regarding program outreach.
- Provide administrative support to the Chief Executive Officer including, but not limited to scheduling appointments; screening of incoming calls; processing incoming mail; composing of correspondence.
- Assisting with complete agenda/documentation preparation for Board, Executive Committee, Subcommittee and Advisory Council meetings.
- Recording and transcribing of Board, Executive Committee, Subcommittees and Advisory Council meeting Minutes.
- Tracking of Public Affairs issues and informing Chief Executive Officer.
- Act as liaison between Chief Executive Officer and Board Members, County Judges, contractors, media, staff, and public.
- Maintain Board Compliance in terms of vacancies, sector representation ratio, posting timelines, etc.
- Process all Board resignations, renewals, memberships.

- Compilation and maintenance of databases; compilation and maintenance of files; record and track external action items with appropriate staff members.
- Scheduling of travel arrangements for the Chief Executive Officer, Board member training/meetings, etc.
- Processing of all pertinent documentation and background information for Board of Directors, Executive Committee, Subcommittees and Advisory Council members and all applicable meetings.
- Other duties as assigned.

### **OTHER RESPONSIBILITIES:**

#### **Knowledge of:**

- Principles and practices of effective communication
- Microsoft Windows Operating System, Word, PowerPoint, and Publisher required; Knowledge of Adobe Photoshop, Adobe PageMaker, Adobe Illustrator, Adobe Acrobat and Adobe Dreamweaver a plus.
- A thorough knowledge of the utilization of social media for organizational outreach, including the use of Facebook, Twitter, LinkedIn, Instagram and adding content to the Board's website.
- Organize and perform a broad range of activities in a timely, cost-efficient manner.
- Effectively communicate orally and in written form with other employees, members of the media, other agencies, businesses, and the public
- Produce written documents in the English language using proper sentence structure, punctuation, and grammar.
- The ability to use a camera and other event recording devices.

### **QUALIFICATIONS:**

- Bachelor's degree from an accredited four-year university in journalism, mass media communications, public relations, advertising, marketing, or a related field. Other combinations of experience and education that meet the minimum requirements may be substituted. A combination of education and experience (preferably two years in an Executive Assistant/Administrative Assistant or Office Manager capacity) or a college degree in business administration with four years of comparable experience; experience in public relations and/or marketing is a definite asset.
- Must possess and demonstrate professional work ethics.
- Must be proficient in the art of letter writing and must possess excellent communication and organizational skills.
- Must be knowledgeable in community affairs; Should have basic knowledge of federal, state, county and city procedures.
- Should be proficient in various computer operating systems and software systems including, but not limited to: Microsoft Operating Systems.

**PHYSICAL DEMANDS:**

- Employee is regularly required to sit, walk, or stand for extended periods of time.
- On occasion, the employee will be required to lift/push/ or pull up to 25lbs.

**WORK ENVIRONMENT:**

- Ability to travel long distances within the South Plains Region.
- The noise level in the office environment is moderate.

**TRAVEL REQUIREMENTS:**

- Ability to travel for activities such as meetings with customers, other agencies, or any other necessity that requires travel.
- Must be able to provide reliable self-transportation for regional travel and maintain a valid Texas motor vehicle driver's license or permit of appropriate classification and endorsement as required. Must agree to maintain a satisfactory WR and minimum requirement of insurability required by law. MVR background check may be conducted by the agency.

Supervisor Signature and Date

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Chief Executive Officer Approval and Date

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Employee Signature and Date

Grade/Salary: State Classification Information Specialist 1 B15 Class 1830

Supervisor Title: Chief Executive Officer

Exempt: Yes x No\_\_