

BOROUGH OF CARLISLE

Human Resources Department

Position Announcement

Public Information Coordinator (PIC)

Seeking a creative and experienced professional responsible for a wide range of information/public relations activities.

Apply No Later Than: April 28, 2017 at 4:30 p.m.

Salary: \$42,000 - \$52,000 annually

Benefits:

The Borough offers a comprehensive benefit package that includes:

Position Overview: The Public Information Coordinator (PIC) shall develop and oversee the Borough's internal and external communications strategy. The position shall work closely with the Borough Manager, Assistant Manager, elected officials, and department heads to ensure the accurate and consistent dissemination of information to the public. The PIC shall write, review and disseminate borough-related information to the public, reporting accurately and seeking out information of interest to our community; support increased transparency; manage newsworthy content on the Borough's website and social media platforms; monitor social conversation and comments, responding as appropriate; develop messaging and visual media; and, keep the community apprised of borough-related activities. The PIC shall collaborate with citizens and community stakeholders to provide information to residents on Borough services and to promote community understanding, improve public participation and support of Borough-related projects/initiatives. The position must take initiative and work independently with minimal direct oversight by the Borough Manager and/or designee. Perform other duties as assigned.

Minimum Qualifications: Bachelor's degree or equivalent from an accredited four-year college or university in marketing, communications, journalism, public relations, English or a related field; five years of progressively responsible communications experience (preferably in city government) or an equivalent level of experience; or, any combination of education, training and experience that provides the required knowledge, skills, and abilities to perform the essential functions of the job. Must possess a valid driver's license.

Knowledge of:

- Public relations principles and best practices.
- English usage, including grammar and composition.
- Accepted styles for materials released to various media.
- A wide range of social media platforms, management tools and best practices
- Visual graphics and video techniques.
- Editing techniques and procedures.

Skillset:

- Excellent verbal, written and interpersonal communications skills.
- Professional and proficient use of social media accounts.

- Basic photography and video skills.
- Balance of creative and analytical skills.
- Utilize a PC, associated software, and applications (tech-savvy and well-versed).
- Proficiency in the development of speeches, newsletters, brochures, web pages, and other informational releases.

Ability to:

- Communicate clearly and effectively, both orally and in writing.
- Remain objective and apolitical.
- Drive public engagement.
- Gather and organize pertinent data.
- Uphold and practice public relations principles and code of ethics.
- Stay current on trends and emerging practices related to social media platforms.
- Convey information accurately.
- Establish and maintain effective working relationships internally and externally.
- Think creatively and design marketing and informational strategies.
- Analyze content.
- Work with a team and self-manage.

E-mail cover letter and resume to the Human Resources Office at thamilton@carlislepa.org no later than April 28, 2017 at 4:30 p.m. In addition to the required cover letter and resume, testing (e.g. drug testing, background and credit checks, etc.) and/or examinations may be required for further consideration.

EQUAL OPPORTUNITY EMPLOYER