

# PUBLIC INFORMATION OFFICE COORDINATOR

## JOB ANNOUNCEMENT



[imaginemason.org](http://imaginemason.org)

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# Mason Community Profile

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The City of Mason is considered one of the most desirable communities in the Cincinnati metropolitan area and has earned a reputation as a progressive, innovative community. The city is a destination for corporations seeking a thriving business environment and for families desiring attractive neighborhoods and nationally ranked schools. It is located in the southwest portion of Ohio, 22 miles northeast of Cincinnati and 30 miles south of Dayton.

Originally settled as the village of Palmyra in 1815 by Major William Mason, the community was renamed in his honor 20 years later. Incorporated in 1971, Mason is now one of Ohio's fastest growing cities and has over 35,000 residents. Its 19+ square miles are about 85% developed with a mix of businesses, commercial areas, and attractive residential neighborhoods with a wide range of housing types. A comprehensive planning process for the development of the city has helped preserve its small-town feel even as it has evolved into a modern city with attractive amenities.

Mason is strategically located between the Cincinnati region's two most vital commerce corridors, Interstates 71 and 75, just north of the I-275 beltway. Businesses and residents have easy access to the metropolitan centers of Cincinnati and Dayton.

For air travelers, the Cincinnati/Northern Kentucky International Airport in northern Kentucky is about forty-five minutes away. Major regional and commuter airlines provide non-stop or direct service to cities in the United States, Canada, and Europe. Dayton Airport in Ohio is also about forty-five minutes away, and Port Columbus, Ohio, is about 90 minutes away. Private airports in Cincinnati (Lunken Field) and Warren County are nearby.

Almost all of the city is served by the Mason City School District, which has earned a perfect score and an "Excellent/Effective" rating on the state report card each year since 2000. It serves approximately 10,500 students. The city also has two private schools that educate

about 1,000 students in grades one through eight. Higher education opportunities are available locally at Sinclair Community College in Mason and Miami University's regional campus in West Chester. Main campuses within commuting distance are the University of Cincinnati, Miami University of Ohio, and smaller, private colleges.



Almost all of the day-to-day needs of families can be found right in the City, from grocery stores to professional offices. Four regional shopping centers are within a 20-minute drive.

Residents of the City of Mason have many recreational opportunities available at their doorstep. The Grizzly Golf and Social Lodge, Great Wolf Lodge, and Kings Island amusement park all lie within City boundaries. The city is also home to the annual Cincinnati Open, a championship men's and women's tennis tournament. Eight City parks cover 300 acres and include fishing lakes, walking trails, ball fields, tennis courts, picnic shelters, and playgrounds. Mason Community Center is one of the largest public recreation facilities in the state. It has a competition pool, leisure pool, gymnasium, field house, fitness area, walking track, senior center, café, and classroom and meeting areas. A continually expanding network of bike paths connects neighborhoods to schools, parks, and downtown.

Growth and development in Mason is expected to continue to meet or exceed the average growth of the economy because of Mason's physical location, developable terrain, municipal facilities, services and utilities, and the progressive attitude and actions of city council, administration, and citizens.

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## Government in the City of Mason

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Mason has a council/manager form of government. City Council hires the city manager, who is charged with administering the operations of city government and implementing policies enacted by Council. The city's charter establishes guidelines for its operations.

The legislative body of Mason consists of a mayor and six council members who are elected at-large on a nonpartisan basis to serve 4-year terms of office, with a limit of two consecutive terms. The mayor is a council member elected by his or her fellow council members and serves as the executive head of council. The council also selects the vice mayor, who performs the duties of the mayor in his or her absence.

The council/manager form of local government combines the strong political leadership of elected officials in the form of council, with the strong managerial experience of an appointed city manager. The mayor and council members are the leaders and policy makers elected to represent the community and to concentrate on policy issues that are responsive to citizens'

needs and wishes. The city manager provides policy assistance and ensures that the entire community is being served. The city manager carries out Council policies as he or she manages the day-to-day operations of the city with support from the city manager's immediate staff, including the assistant city manager, human resources director, economic development staff, public information officer, information technology manager, and department heads. He or she has full authority over the appointment and removal of all municipal personnel.

Department heads are responsible solely to the city manager for carrying out the mission and responsibilities of their departments. Department heads include a finance director, service director, city engineer, parks and recreation director, public utilities director, public works director, safety director, police chief, and fire chief. The department heads, together, with the immediate administrative team, make up the city manager's leadership team.

# Public Information Office Coordinator

This Job Announcement outlines factors of qualifications and experience identified as necessary and desirable for candidates to possess who are applying to the above position as well as provides background information on the community and the City of Mason.

Importantly, this Job Announcement will be used as a guide in the recruitment process, providing specific criteria by which all applications will be screened and individuals selected for the interview and appointment consideration.

## Candidate Qualifications Profile

**Hiring Range:** \$58,240 & up DOQ  
**Classification:** Classified  
**Reports To:** Public Information Officer  
**FLSA:** Non-Exempt  
**Posted:** February 12, 2025  
**Department:** Administration  
**Status:** Full-Time  
**Hours:** 40 hours per week

### General Statement of Duties and Distinguishing Features of Class

Under the direction of the Public Information Officer, the Public Information Office Coordinator is responsible for assisting with the implementation of an integrated marketing communications strategy, with a particular focus on public relations. This includes but not limited to graphic design, public relations, advertising and promotion of the City's programs, services, events and facilities. This position is responsible for the overall design promotion of programs, events and services offered by the City of Mason. The Public Information Office Coordinator performs professional staff duties involving the collection, preparation, and/or analysis of public information to and for citizens, customers, the media and employees.

This is an important public relations professional position involving the responsibility for effectively informing the public of City governmental activities in a simplified manner. The employee works independently on assigned projects and receives general supervision and administrative direction from the Public Information Officer. The incumbent serves as a liaison, working effectively with department heads and employees to promote the interests of City of Mason.

This is a public service job based in trust, credibility, and competency. It is a critical requirement of this position that the incumbent displays the desire and ability to perform and behave (on duty, as well as off duty) in a manner that does not damage or endanger the loss of trust with the public, co-workers, and other public safety forces. Candidate must meet the following qualifications and requirements at time of appointment.

### Examples of Work (Illustrative Only)

- Write, edit and distribute timely, proactive publications and related public information materials.
- Write and edit website and social media content and post on website and social media sites.
- Coordinate the preparation, layout, production and distribution of printed and electronic publications.
- Identify creative and effective promotion and publicity strategies to increase attendance and participation in City events and programs.
- Maintain open line of communications with the various

City Departments to efficiently coordinate the department's publicity efforts.

- Attend City sponsored programs and events to assist with on-site coordination of information, promotions, etc., as requested.
- Writes news releases, public service announcements, media notifications and other materials.
- Photographs special City events, groundbreakings, news conferences, dedications and grand openings.
- Develops and maintains a system to track production of printed and audio-visual communication projects.
- Helps in long-range planning and devising of strategies to promote City services and resources.
- Performs research as assigned and prepares written reports.
- Assist in analyzing quantitative and qualitative data collection using appropriate statistical procedures and prepares comprehensive reports.
- Participates in special projects as requested.
- Extensive knowledge of writing, editing and printing techniques required to prepare a variety of publications.
- Extensive knowledge of English grammar and composition.
- Ability to present ideas concisely and effectively, both orally and in writing.
- Excellent customer service skills.
- Proven public speaking skills.
- Ability to work with a high degree of independence and to meet deadlines.
- Good organizational skills; good judgment.
- Ability to establish and maintain relationships with the media and with City agencies.
- Knowledge of modern principles and practices of public relations as applied to local government.
- Considerable knowledge of the principles and practices of public administration and public affairs; especially as applied to local/City government.
- Ability to establish and maintain good working relationships with co-workers, elected and appointed officials, the media and City agencies.
- Upholds the policies and procedures of the City of Mason.
- Perform related duties and responsibilities as required.

### Training/Education Qualification:

- Possession of an associate's degree in marketing, graphic design or a closely related field;
- Substantial experience with word processing, desktop publishing and graphic art computer applications such as Adobe Illustrator, Photoshop, and Adobe Premiere.
- Proven experience in marketing and graphic design; OR,
- Any equivalent combination of experience and training which provides the required knowledge, skills and abilities.
- Proficient on computers and software programs.

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# Candidate Qualifications Profile (Continued)

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## Physical Requirements:

- Able to sit for extended periods of time working on keyboarding activities, entering data, creating documents, etc.
- Lift up to 25 lbs. of materials independently.
- Normal visual acuity to see objects up close or at a distance, with or without correction, or with or without reasonable accommodation.
- Auditory acuity to hear pagers, cell phones, telephones, etc. with or without reasonable accommodation.
- Manual dexterity to perform clerical tasks such as filing, keyboarding, etc.
- Ability to mentally handle associated tasks, problems, solutions, and all other mental tasks associated with positions of this nature.
- Communicate professionally in person, in writing, and other mediums.

I understand this position is a position at will, and nothing in this job description and no oral statements made to me in connection with this job description can be construed as a contract of employment.

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## City Mission Statement

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We are driven to make a difference. We work responsibly, speak honestly, act compassionately, and stand accountable to those who entrust us with their lives, their families, their livelihood, and their dreams. Together—through the guidance of our community and the initiative of our employees—we make the difference that promises Mason an even better tomorrow.

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## Benefits Profile

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- Public Employees Retirement System: 14% contribution paid by the City of Mason, 10% by employee.
- High deductible insurance plan with optional HSA. Employee portion of the plan is \$91/month single, \$182/month family. City of Mason owns its own insurance plan. Effective thirty days after hire.
- Dental & Vision combination coverage of \$3,100 or \$4,500 for \$100 per month or less.
- Vacation - 80 hours for year one through year four; 120 hours for the fifth through the ninth year, and 160 hours for the tenth and subsequent years. Contract employees to follow contract.
- Employees are credited with 112 hours of personal time annually.
- Sick leave - Accrual rate of 8 hours of sick leave for every 30 days worked (sick leave may not be taken while on probation). Sick leave does not accrue until employee has successfully completed 6 months of employment.
- Life insurance policy of \$50,000 during employment (city pays premium), with option to purchase for family members at a discounted rate.
- Funeral leave - up to three days.

- Probationary period of six months.
- Deferred compensation available (no match).
- Approved and related continuing education paid at 50% after completion of probationary period.
- Financial and professional support of related affiliate associations and membership.
- Earnings tax withheld - 1.12%
- Comprehensive wellness program available to all full-time employees with opportunities to earn HSA contributions and other incentives.

This is a Job Announcement and not an individualized job description. A Job Announcement defines the general character and scope of duties and responsibilities. The Job Announcement is not intended to describe and does not necessarily list all the essential job functions for a given position.

No part of this Job Announcement is meant to imply a contractual relationship for the respective position and no person may alter this non-contractual relationship at any time.

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# Application Requirements

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Applications for this position must be filled out online by visiting [imaginemason.org](http://imaginemason.org) and going to the employment page. It will take about two hours to complete the application and assessment tests. Applications must be submitted prior

to the closing date listed above the candidate qualifications. A résumé will not be accepted in lieu of requested material. Additional documentation will not be accepted at this time; any forwarded will be destroyed.

Please Apply Online

**[imaginemason.org](http://imaginemason.org)**

*Equal Opportunity Employer  
Women, Minorities, and Others are Encouraged to Apply*