

PUBLIC INFORMATION OFFICER JOB ANNOUNCEMENT



imaginemason.org

Mason Community Profile

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.

Government in the City of Mason

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 Officer

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: \$71,760 - 87,224 DOQ
Classification: Classified
Reports To: Assist. City Manager/Designee
FLSA: Non-Exempt
Posted: May 3, 2024
Department: Administration
Status: Full-Time
Working Hours: 40 hrs. Per Week

General Statement of Duties and Distinguishing Features of Class

Reports to Assistant City Manager or designee. Under general supervision and administrative direction, develops, research, recommends, and oversees the implementation of a comprehensive public information program and strategy, including media relations, public relations, and marketing and promotion for the City.

Responsibilities include: developing and directing public relations, media relations, and public affairs strategies; overseeing organization's social media presence; managing internal and external messaging and branding; developing communications plans and strategies in alignment with internal short and long term plans; managing the City's website content and improvements; acting as spokesperson for the City in responding to inquiries from the media and public; working closely with executives and staff to ensure messaging is consistent and tailored to targeted audiences. The Public Information Officer is responsible for supervising staff and overseeing, developing, and implementing City-wide communication strategies.

This is a public service job based on 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. Candidates must meet the following qualifications and requirements at the time of appointment.

Examples of Work (Illustrative Only)

- Develop and implement the City's communication strategies, messaging, and outreach; direct the development and implementation of initiatives and programs to enhance public awareness of City activities, events, projects, critical issues, and challenges.
- Serves as steward of the City's logo and branding ensuring its consistency in use in accordance with established branding guidelines.
- Conceptualize, design, and produce city-wide publications and other written material for internal and external stakeholders.
- Develops and assists with marketing campaigns for key City initiatives.
- Develop, update, and maintain City websites and promotional media including digital, video and print.
- Provide strategic communication advice and recommendations to City Manager and executive leadership in support of the City's

programs, services, goals, and mission.

- Collaborate with City departments to develop marketing and promotional strategies related to their operations.
- Develop and maintain relationships and partnerships with internal departments, public and private agencies and organizations, and non-profit and community groups.
- Prioritizes and manages news media requests for information and serve as spokesperson for the City when assigned.
- Processes and tracks Public Records Requests from media, customers, contractors, law enforcement, county agencies, and others interested parties.
- Oversee the development of public engagement events and advise managers on public involvement; oversee delegation and response to requests for assistance from managers; advise on key audiences, messages, and strategies for public involvement on a wide variety of programs.
- Supervise staff in developing and implementing public relations, media, marketing, community outreach, or other communication strategies; provide ongoing direction and leadership.
- Create a positive and supportive work environment; promote an equitable workplace that demonstrates an environment respectful of living and working in a multicultural society.
- Prepares speaking points, presentations, and messaging for City officials.
- Train and lead staff in data collection methods and implementation of projects as assigned.
- Considerable knowledge of copy writing, copy editing, and printing techniques required to prepare a variety of publications.
- Considerable knowledge of English grammar and composition.
- Knowledge of photography, videography, and print media.
- Good knowledge of data-collection techniques.
- Thorough familiarity with and skill in the use of a personal computer and software relevant to area of assignment including Adobe Creative Suite, Microsoft Office Suite, and Photoshop.
- Ability to present ideas concisely and effectively, both orally and in writing.
- Excellent customer service skills.
- Ability to establish and maintain effective working relationships with other employees and government officials, the news media, and the public, proficient public speaking skills.
- Ability to work with a high degree of independence and to meet deadlines.
- Excellent organizational skills.
- Excellent judgment.
- Ability to multitask and adjust to meet priorities of the City.
- All other duties as assigned.

Skills, Knowledge, and Abilities: The following is preferred

- Extensive knowledge of modern principles and practices of public relations as applied to local government; considerable knowledge of public relations media, such as press, radio, and television.
- Considerable knowledge of the principles and practices of public

Candidate Qualifications Profile (Continued)

administration and public affairs; especially as applied to local/City government.

- Good knowledge of the objectives and functions of City government.
- Demonstrated skill in public speaking.
- Extensive experience in website content, management etc.
- Ability to independently conduct research in a wide range of subjects and to effectively analyze and present data in report form.
- Ability to establish and maintain good working relationships with co-workers, City officials, the media and City partners.
- Extensive knowledge of writing, editing, and printing techniques required to prepare annual reports and related documents.
- Considerable knowledge of the techniques of photography; demonstrated ability to speak effectively before civic and other public groups.
- Ability to communicate effectively with existing and potential customers.
- Ability to engage effectively with public, advocacy groups, etc.
- Ability to effectively supervise.
- Good professional judgment.

Training/Education Qualification:

- Possession of a bachelor's degree in marketing/communication

or a closely related field and five (5) years of experience in public relations, OR any equivalent combination of experience and training which provides the required knowledge, skills, and abilities.

Physical Requirements:

- Able to sit for extended periods of time working on computer and 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 telephones, cell phones, or alerts, 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; and
- Proficient in computers and software programs.

City Mission Statement

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.

Benefits Profile

- 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 \$85/month single, \$170/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.
- 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.

Application Requirements

Applications for this position must be filled out online by visiting 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

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

