

**Jefferson County, West Virginia  
Public Affairs Coordinator  
Job Description**

<b>Position Title:</b>	Public Affairs Coordinator	<b>Grade Level:</b>	<b>5</b>
<b>Department</b>	Homeland Security and Emergency Management	<b>Date:</b>	<b>7-5-2023</b>
<b>Reports to:</b>	Director of Homeland Security and Emergency Management	<b>FLSA Status</b>	Exempt

**Statement of Duties:** Provides administrative and operational support to the Director and Deputy Director of Homeland Security and Emergency Management.

**Supervision Required:** The employee plans, prioritizes, and carries out the regular work in accordance with standard practices and previous training. The employee interprets instructions and/or adapts methods to resolve particular problems. Instructions for new assignments usually consist of statements of desired objectives, deadlines, and priorities. Technical and policy problems or changes in procedures are discussed with supervisor. Work is generally reviewed only for technical adequacy, appropriateness of actions or decisions, and conformance with policy, or other requirements.

**Supervisory Responsibility:** Employee plans, prioritizes, and carries out the regular work in accordance with standard practices and previous training. The employee interprets instructions and/or adapts methods to resolve the particular problems. Instructions for new assignments usually consist of statements of desired objectives, deadlines, and priorities.

**Confidentiality:** Employee has access to law-enforcement-sensitive documents; counter terrorism information, sensitive plans, as well as has to sign Non-disclosure agreements regarding sensitive information with some federal agencies as a part of the job.

**Accountability:** Consequences of errors, missed deadlines or poor judgment may include adverse public relations, monetary loss, legal repercussions, labor/material costs, personal injury, endanger others, and jeopardize programs.

**Judgment:** Numerous standardized practices, procedures, or general instructions govern the work and in some cases, may require additional interpretation. Judgment is needed to locate, select, and apply the most pertinent practice, procedure, regulation, or guideline.

**Complexity:** Work consists of the practical application of a variety of concepts, practices, and specialized techniques relating to a professional or technical field. Assignments typically involve evaluation and interpretation of factors, conditions or unusual circumstances; inspecting, testing or evaluating compliance with established standards or criteria; gathering, analyzing and evaluating facts or data using specialized fact finding techniques; or determining the methods to accomplish the work.

**Work Environment:** The work environment involves everyday discomforts typical of offices, with occasional exposure to outside elements. Noise or physical surroundings may be distracting, but conditions are generally not unpleasant. Employee is frequently required to work beyond

Office of Homeland Security and Emergency Management  
Public Affairs Coordinator  
07/05/2023

**Jefferson County, West Virginia**  
**Public Affairs Coordinator**  
**Job Description**

normal business hours to attend evening meetings, trainings, public events, disaster exercises, or to participate in the activated Emergency Operations Center. Additionally, this employee is responsible to send out NIXLE Weather Watches and Warnings and other emergency public information around the clock and respond to media inquiries whatever time they occur.

**Nature and Purpose of Public Contact:** Employee has constant interaction with co-workers, the public, groups, and/or individuals such as civic leaders, peers from other municipalities, representatives of professional groups and the news media. The employee serves as a recognized authority of the municipality in matters of considerable importance, including departmental practices, procedures, regulations, or guidelines. Employee is required to discuss controversial matters where tact is required to avoid friction and to obtain cooperation.

**Occupational Risk:** Work consists of a variety of duties that generally follow standardized practices, procedures, regulations, or guidelines. The sequence of work and/or the procedures followed vary according to the nature of the transaction and/or the information involved, or sought, in a particular situation

**Essential Functions:**

*The essential functions or duties listed below are intended only as illustrations of the various type of work that may be performed. The omission of specific statements of duties does not exclude them from the position if the work is similar, related, or a logical assignment to the position.*

1. Provide administrative support including answering telephones, sending out messages, taking minutes, working with the County Commission staff to put information on the Homeland Security and Emergency Management website, filing, ordering office supplies, records management and making appointments.
2. Operate computer programs for data entry, research and reporting, enter data into web-based systems, process reports on the WebEOC computer program, and monitor weather reports. Puts weather watches and warnings onto NIXLE, Facebook, and X (formerly Twitter). Responsible for being trained and posting vital information to the IPAWS (Integrated Public Alert and Warning System) and the EAS (Emergency Alert System).
3. Prepares press releases, prepares reports on public opinion surveys, focus groups, and other research activities designed to measure public attitudes about issues of interest to the organization
4. Tracks media coverage, organizing press conferences, scheduling public events and coordinates interview requests.
5. Assists with grant preparation and reporting.
6. Serve as Public Information Officer for the department and the County; prepares and distributes information on mitigation, planning, preparedness, response, and recovery

Office of Homeland Security and Emergency Management  
Public Affairs Coordinator  
07/05/2023

**Jefferson County, West Virginia**  
**Public Affairs Coordinator**  
**Job Description**

phases of emergency management.

7. Create content for the County's website and social media accounts, including occasional website and social media content creation for other county departments and agencies, as assigned.
8. Build professional relationships with local and regional media and become familiar with ways in which the media can assist during emergencies; maintains list of all local/regional media and contacts for each. Monitors public information of televisions, radios, newspapers, internet and social media during a disaster that affects the local community.
9. Creating and editing promotional materials, such as brochures, videos, and newsletters.
10. Build professional relationships and assist/guide other local agency's public information officers.
11. Familiar with the Public Information Annex of the Emergency Operations Plan and be ready to enact.
12. Maintains communications equipment, keeps devices charged and ready for use at all times.
13. Operates JIS/JIC (Joint Information System or Joint Information Center) during time of disaster.
14. Coordinates volunteers, to include maintaining and updating all databases, files and credential criteria records; ensures all volunteers are approved and added to the insurance, as required.
15. Works with JCHSEM and other agencies to identify and assign volunteers to needed areas.
16. Performs other duties as assigned by the Director or Deputy Director.
17. Must be available 24/7/365 in case of emergency, be available for daytime, evening, and/or weekend assignments, and travel to attend meetings and conferences.

**Recommended Minimum Qualifications:**

**Education and Experience:** 4 Year Degree (Bachelors); or equivalent and three to five (3-5) years of related work experience; or any equivalent combination of education, training and experience which provides the required knowledge, skills and abilities to perform the essential functions of the job. The experience should be in Public Relations, Marketing, or a similar field.

**Special Requirements:** Must reside in Jefferson County or the adjoining area. Must

Office of Homeland Security and Emergency Management  
Public Affairs Coordinator  
07/05/2023

**Jefferson County, West Virginia**  
**Public Affairs Coordinator**  
**Job Description**

successfully complete the Emergency Management Performance Grant (EMPG) training/certification requirements, FEMA EMI Individual Study courses and National Incident Management System (NIMS) requirements. Must successfully complete a background check. A valid driver's license is required for this position. In addition to the degree, the Public Affairs Coordinator is required by NIMS to be trained in FEMA's Basic Public Information Officer and Advanced Public Information Officer courses, as well as NIMS 100, 200, 300, 400, 700, and 800. It is highly recommended that this individual be trained in social media.

**Knowledge, Abilities and Skill**

Knowledge: Common policies, practices and procedures of the department and office operations; laws and regulations pertinent to position functions. Working knowledge of computer databases, various software, programs, and the Internet in support of department operations.

Abilities: Ability to interact effectively and appropriately with the public and other personnel, perform multiple tasks and maintain confidential information.

Skills: Proficient personal computer skills, volunteer coordination, writing and communication skills. Outstanding interpersonal skills and attention to detail required.

**Physical and Mental Requirements**

*The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the position's essential functions.*

**Physical Demands:** Work requires some agility and physical strength, such as moving in, about construction sites, or over rough terrain, or standing or walking most of the work period. Frequently lifts up to 60 lbs.

**Motor Skills:** Duties may involve assignments requiring application of hand and eye coordination with finger dexterity and motor coordination. Examples include operating a motor vehicle, using a personal computer or climbing a ladder.

**Visual Demands:** Visual demands require the employee to constantly read documents for general understanding and for analytical purposes. Reviewing non-written materials (e.g. maps, blueprints, instrumentation for analytical purposes). Color vision (e.g. requiring the ability to determine color differences).