



Jefferson County Commission in Alabama is currently seeking an experienced professional to serve as the

Public Information Officer



www.jccal.org



ABOUT JEFFERSON COUNTY & GREATER BIRMINGHAM

A Vibrant Place to Celebrate & Call Home

Jefferson County, located in Central Alabama, is a beautiful region nestled in the rolling foothills of the Appalachian Mountains. With a population of 658,466, it is the most populous county in the state. Its county seat, Birmingham, is a wonderfully diverse city with a metropolitan area that features something for everyone. It is young, traditional, vibrant, friendly, cultured, and complex!

Sweet Home Alabama - Exceptional Opportunities for Everyone

Jefferson County is home to nationally recognized dining, world-class attractions, parks, events, and other activities to see and do. This year, The Washington Post named Birmingham as one of the best vacation destinations to visit. Additionally, Zagat recently ranked Birmingham number one on the list of America's Next Hot Cities. You can enjoy asparagus salad with roasted pecan dressing at an elegant restaurant for lunch, and look forward to dinner at a "meat-and-three" serving country-fried steak, collard greens, butter beans and cornbread.



Jefferson County's residents can walk the trails of Ruffner Mountain, the second largest urban nature preserve in the country, frequent the new Uptown entertainment district, sample wine made from local fruit along the local Wine Trail, visit the Civil Rights District, tour the Barber Vintage Motorsports Museum, and enjoy Avondale and Lakeview, two of the newest revitalized, up and coming places to experience.



The Jefferson County and Birmingham region continues to grow more sophisticated and exude contemporary amenities, and hospitality. It is one of the 60 largest metropolitan areas in the country and is a wonderful place to live, work, do business, and play! In fact, Birmingham landed the number one spot on Forbes 2015 list of America's Most Affordable Cities.

The Heart of Diversity in the Nation

It is diversity that many believe to be Jefferson County's greatest strength and strongest appeal. With Birmingham's role in the Civil Rights movement in the 1960's, this region has blossomed into an area that embraces, values, and celebrates diversity. Residents have an appreciation for progress and cultures, all being a unique part of the charm and character that makes this such a lively and special community. The region's low cost of living, coupled with a high quality of life have created a great place to work, play, and raise a family!

OUR FORM OF GOVERNMENT



A Partnership of Elected Commissioners and the County Manager

The County Commission is the governing body of Jefferson County with five Commissioners elected from districts, for concurrent four-year terms. Jefferson County's daily administration of county government is managed by a County Manager.

Economic Prosperity, World Class Universities, Research and Healthcare Options

There's an excitement about Jefferson County. This thriving metropolitan region encourages the innovative spirit of progress and expansion, driving the region's economic growth. Home to an economic development program, Innovation Depot supports and cultivates 92 early-stage technology companies, strengthening the local economy. Community partnerships align efforts to foster job creation and bolster the region's competitiveness as a desirable location with a high quality of life. Vibrant banking and education institutions are driving forces in the metro economy. Jefferson County is home to one of the largest banking centers in the southeast, and the University of Alabama at Birmingham ranks in the top 15% of all universities worldwide.

County Services

Jefferson County provides vital services to the residents of the county through over 2,000 employees in 26 departments including Finance, Roads and Transportation, Information Technology, Human Resources, Development Services, Environmental Services, Tax Assessor, Tax Collector, Board of Equalization, Cooper Green Mercy Health Services, plus more. Our diverse group of employees utilizes their knowledge, skills and abilities by working together to provide quality and effective public services to our residents to ensure needs are met. Jefferson County contributes to and strengthens the quality of life of its residents for more economic prosperity!



Candidate Profile

The Public Information Officer is responsible for planning and implementing the strategic direction for the Jefferson County Public Information Department and communicating a cohesive message to the public. Through strategic initiatives, the Public Information Officer is responsible for developing, managing, and disseminating communications for Jefferson County.

About the Role

The duties and tasks include formulating and implementing a strategic communications plan for the County, generating and conveying internal and external communications via multiple mediums (e.g., press releases, internal memos, County-wide webpage, social media), building and maintaining relationships with the community and the media, coordinating with County leadership to ensure all communications are consistent, leading public information staff in supplying information and relevant services to County employees and the public, and staying abreast of current trends and developments in public affairs. The Public Information Officer formulates and executes a broad range of policies, establishes short- and long-term financial plans, works collaboratively with parties internally and externally, establishes management practices and processes that ensure the accomplishment of performance standards, and provides technical supervision.



The Ideal Candidate



Shall Have

- A Bachelor's degree in journalism, public relations, marketing, communication, advertising, or related field

Specific Experience

- Held roles with progressive experience managing internal and external communications for an organization with a diverse set of functions
- Experience designing and implementing a comprehensive public relations strategic plan
- Experience creating print (e.g., press releases) and online (e.g., organization webpage, social media) content for an organization
- Experience working with and developing relationships with media agencies and/or community groups
- Experience responding to requests for information from the media, the public, and/or other external agencies

Experience managing a work unit

- Managed a direct report, work team, or work unit
- Experience as a manager (i.e., supervisory experience)
- Responsible for setting goals and making key decisions at a unit level
- Worked with a budget for a team or unit
- Responsible for evaluating the performance of those within a unit

Experience implementing and monitoring work unit strategy

- Responsible for a concrete substantial change effort
- Developed and implemented a strategic initiative
- Responsible for managing and delivering results on several high-level projects at the unit level (i.e., more than individual level objectives)

Experience interacting with key internal and external stakeholders

- Experience working in a high stress environment involving multiple constituents
- Responsible for a function that delivers services to internal and external customers
- Held roles involving forging positive interpersonal working relationships
- Responsible for the development and growth of multiple others (e.g., coaching activities, formal mentoring)
- Responsible for delivering complex communications to multiple parties (verbal and/or written)

Experience working in environments that require adherence to high professional and ethical standards

- Exposure to essential work tasks and/or processes in non-profit or government, or in a private organization that has constraints resembling those in the public sector
- Experience maintaining confidentiality of sensitive information

Public Information Officer

JEFFERSON COUNTY COMMISSION

Preferred Experience

Specific Degree and Certification Preference and Experience

- Possesses an advanced degree (e.g., Master's Degree) in journalism, public relations, marketing, communication, advertising, or related field
- Possess accreditation from an association related to internal and/or external affairs (e.g., International Association of Business Communicators, Public Relations Society of America)
- Experience incorporating diverse viewpoints and addressing the needs of diverse individuals, including citizens, community groups, organization leadership, and organization employees
- Experience with, or exposure to, generating communications for an organization that is leading a culture change
- Experience with, or exposure to, creating policies and procedures to establish a coherent message across multiple departments and/or functions in an organization
- Experience with, or exposure to, planning and coordinating large-scale press and/or community events
- Experience with, or exposure to, developing strategies for brand and/or culture enhancement of a department or organization

Experience managing a work unit

- Engaged in concrete personal development activities (e.g., formal programs, taking on stretch assignments, integrating a development plan in to daily activities)
- Held roles in which they have delegated important responsibilities to others

Experience implementing and monitoring work unit strategy

- Responsible for guiding the implementation of an innovative solution (e.g., organizational process, product)

Experience interacting with key internal and external stakeholders

- Held roles in which they were responsible for resolving conflicts and driving consensus
- Responsible for completing a negotiation at work

Experience working in environments that require adherence to high professional and ethical standards

- Demonstrates a track record of ethical professional behavior and demonstrates a track record of understanding and respecting the practices, customs, and values of people from different backgrounds, perspectives, and cultures

Excellent & Highly Competitive Benefits

- Comprehensive medical benefits with low copays, low deductibles, and high levels of coverage after 30 days of employment
- NEW! Single+1 health care option
- Dental and Vision insurance plans after 30 days of employment
- Term Life Insurance and Voluntary Accidental Death & Dismemberment Insurance for self and dependents
- General Retirement System (Pension) enrollment
- Paid vacation, paid sick leave, and paid holidays
- Deferred Compensation

Application & Selection Process

Qualified applicants should submit applications and resumes online by visiting www.jobsquest.org or <https://www.pbjcaljobs.org/postings/69875>.

It is requested that applicants submit applications by February 16, 2018. Applications will be screened against criteria provided.

The Jefferson County Human Resources Department has tentatively scheduled a full-day Assessment Center on March 8, 2018 for those named as finalists.

For more information, contact:

Valarie Nealey | Talent Sourcing Specialist
nealeyv@jccal.org | 205-325-5836

Britney Sudana | Talent Sourcing Specialist
sudanab@jccal.org | 205-582-6590

Compensation

The anticipated hiring range upon starting this position will be \$97,088.00 - \$150,615.00 dependent upon qualifications and experience.

