

PUBLIC RELATIONS SPECIALIST I

DEFINITION: Under general supervision performs media work in conjunction town manager to provide public relations (PR) services to the company. Responsible for generating positive publicity regarding Kayenta Township through public appearances and events. Prepares and disseminates information through newspapers, periodicals, radio, and social media. Ensures PR goals and strategies are met; maintains a favorable public image for the organization; and, works on projects/matters of limited complexity in a support role. Work is closely managed and must have excellent organizational skills.

ESSENTIAL FUNCTIONS: This list is ILLUSTRATIVE ONLY and is not a comprehensive listing of all functions and tasks performed by incumbents of this class.

TASKS: Writes press releases and other media communications to promote Kayenta Township. Researches, develops, writes and coordinates media campaigns; coordinates associated public relations activities; researches, outlines and prepares speeches; furnishes information and photographs for the press, periodicals, radio, television, education and training use; reviews and determines needs, defines goals and recommends steps needed to carry out a planned public information program.

Manages assigned public information marketing programs; develops and coordinates the illustration and printing of publications; prepares, reviews, and edits news conferences, releases, newsletters, publications, and scripts; advises constituents concerning public relations aspects of policies, practices, procedures, programs, and actions.

Arranges and participates in scheduled briefings. Produces news, public service, and educational programs; recruits and arranges public appearances with subject experts, elected officials, dignitaries, and other individuals; assists in conference, convention, and special event arrangements.

Effectively uses computers and related hardware and software to produce news media, i.e. newsletters, articles, etc.

Performs other duties as assigned.

KNOWLEDGE, SKILLS AND OTHER CHARACTERISTICS:

- Knowledge of principles and processes for providing customer service.
- Ability to positively work with community members.
- Knowledge of community information.
- Ability to communicate effectively both in writing and speaking.
- Ability to multitask work flow and processes and pay attention to details.
- Ability to demonstrate initiative, reliability, and be proactive.
- Ability to use MS Word, Excel, PowerPoint, Access, and other related MS Software.
- Ability to work under stress.
- Ability to work with clients and team members on projects and plans.
- Knowledge of media production, communication, and dissemination techniques and methods.
- Knowledge of the structure and content of the English language including meaning and spelling of words, rules of composition, and grammar.
- Knowledge of principles and methods for showing, promoting, and selling products or services.
- Knowledge of business management principles involving production methods and marketing strategies and tactics.

- Knowledge of current principles, techniques and objectives of public information and relations programs.
- Knowledge of electronic news gathering techniques and broadcast industry standards.
- Knowledge of legislative and economic issues affecting the Kayenta Township.
- Skill to evaluate and edit the content, structure and format of a range of written material.
- Skill in developing design and layout of materials to be published.
- Skill in applying judgment in the release of confidential information.
- Ability to use MS Word, Excel, PowerPoint, Access, and other related MS Software.

PHYSICAL REQUIREMENTS AND WORK ENVIRONMENT: Work involves moderate physical effort including walking, lifting 50-lbs or more, carrying, and standing. While performing the duties of this job, the employee is occasionally exposed to dust, noise, pollens, and fumes, weather extremes.

MINIMUM QUALIFICATIONS:

- Bachelor's Degree in Public Relations, Journalism, Communications, Marketing or closely related field.
A combination of education, experience, or training equivalent to one (1) year in public relations.

PREFERRED QUALIFICATIONS:

- Master's Degree in Public Relations, Journalism, Communication, Marketing or closely related field.
Two (2) years of experience interacting with the public.

SPECIAL REQUIREMENTS:

- Possess a valid state driver's license.
- Depending upon the needs of the Kayenta Township, some incumbents of the class may be required to demonstrate fluency in both the Navajo and English languages as a condition of employment.