



Merced County Mosquito Abatement

Job Description

Job Title:	Public Information Officer	Job Category:	Administration - Public Outreach
Location:	3478 Beachwood Drive Merced, CA 95348	Date:	
Level/Salary Range:	\$65,000 - \$80,000 annually	Position Type:	Full-Time, FLSA Non-Exempt
Reports to:	Finance and Human Resources Director		

Applications Accepted By:

FAX:

209.722.3051

EMAIL:

office@mcmosquito.org

MAIL:

Executive Director: Rhiannon Jones
Merced County Mosquito Abatement
P.O. Box 909
Merced, CA 95341

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ROLES, RESPONSIBILITIES, AND ESSENTIAL FUNCTIONS OF THE JOB:

The Duties listed below are intended only as illustrations of the various types of work that may be performed. The omission of specific statements of duties does not exclude them from the classification if the work is similar, related or a logical assignment of this classification.

Under the general direction of the Executive Director, and the direct supervision of the Director of Finance and Human Resources, the Public Information Officer:

- Is responsible for the regular operation and maintenance of the Public Outreach and Education Department.
- Serves as the District’s primary liaison with external groups and the media.
- Conducts and analyzes baseline community needs assessment to determine mosquito control knowledge, beliefs, and practices.
- Develops, delivers, manages, and evaluates community mosquito control education and outreach programs to meet diverse community needs identified through baseline needs assessment.
- Serves as District lead for all media-facing activities, including television, radio, social media, website, email, phone conversations, advertising, and print.
- Prepares press releases, feature articles, public service announcements, reports, advertisements, and newsletters to disseminate information about mosquito control and District services.
- Answers questions from the media and public about District services and activities.
- Participates in conflict resolution and customer service when needed.
- Plans and coordinates the District’s annual open house event.
- Plans and coordinates District outreach events and District participation in external events. Including but not limited to: fairs, neighborhood night out events, community and neighborhood organizations, youth groups, Career days, Ag days, festivals, farmer markets, homeowner associations, etc.
- Prepares clear and concise written correspondence, reports, brochures, and fliers regarding public health and mosquito control for general distribution.
- Coordinates the writing and distribution of the District’s quarterly email newsletter and other email blasts.
- Works in conjunction with the Director of Finance and Human Resources developing the Public Outreach and Education budget; procure supplies and services within limits of the budget.
- Manages and executes the District’s mosquito control educational school campaign.



Merced County Mosquito Abatement

Job Description

- Processes federal, state, and local government reports when deemed necessary.
- Attends Board meetings when deemed relevant.
- Attends training sessions and relevant meetings; keep informed of District and state-wide policies and procedures; read professional literature on mosquito control, education, and outreach, and keep informed on the latest developments in mosquito control.
- Supports the usage of District branding standards, including logos, graphics, colors, and templates.
- Performs other work as assigned.

EDUCATIONAL REQUIREMENTS

Graduate of an accredited college or university with a minimum of a Bachelor's Degree in, communications, public relations, marketing, public health, journalism, business, or closely related field.

QUALIFICATIONS AND PREFERRED SKILLS

- At least three (3) years of experience in advertising, marketing, public relations, or communications.
- Proficient with Microsoft Windows®-based PC and MS Office® software, Adobe Creative Suite CS45 (Photoshop, Illustrator, Dreamweaver, InDesign), and other graphic design programs.
- Excellent written and oral communication skills.
- A strong background in education, communications, and/or graphic arts.
- Experience working with the media, preparing newspaper articles, disseminating press releases, presentation development and public speaking.
- Knowledge of principles and techniques of individual and community-level communication, education, and outreach.
- Knowledge of social media platforms and web design.
- Understanding of public health, public health education, and health communication.
- Collaborative working style, with experience developing community, corporate and governmental partnerships.
- Experience at a public agency working with governing boards and/or elected officials is preferred.
- Knowledge of K-12 educational curriculum development preferred.
- Bilingual capabilities are a plus but not required.

PHYSICAL DEMANDS

Prolonged sitting; may be required to lift items up to 40lbs to set up events; prolonged standing while doing outreach.

COMPENSATION

Salary Range: \$65,000 - \$80,000, depending on education and/or experience.

BENEFITS

Health Insurance, Paid Holidays, Sick Leave, Vacation, Retirement, and Worker's Compensation Insurance.

ADDITIONAL NOTES

Possession of, or ability to obtain within two years of employment, certification by the California Department of Public Health as a Vector Control Technician. Maintain the certification by completing mandatory continuing education every two-year cycle.

Must possess a valid California Driver's License. Must be insurable under the guidelines set by the District's insurance carrier.



Merced County Mosquito Abatement

Job Description

A one-year probationary period is required.

Basic work hours: 6:30AM to 3:00PM, Monday through Friday during season. Non-season hours are Tuesday through Friday, 6:30AM to 5:00PM. The PIO must be willing to work a non-standard flexible schedule that may include early mornings, evenings, weekends, or holiday hours.

DISCLAIMER:

This job description does not imply any written or verbal contract and is for management communication only. The District reserves the right to change this job and its related responsibilities as business needs require.

Reviewed By:		Date:	
Approved By:		Date:	
Last Updated By:		Date/Time:	