

JD For Public Information Officer

Job Title: Public Information Officer

Company: [Company Name]

Location: [City, State]

Job Description:

We are seeking a highly motivated Public Information Officer to join our team. The Public Information Officer will be responsible for developing and implementing effective communication strategies to inform and educate the public about our organization and its activities. This individual will work closely with other departments to gather information, create content, and disseminate information to the public through various channels.

Key Responsibilities:

- Develop and implement effective communication strategies to inform and educate the public about our organization and its activities
- Gather information from internal departments and external sources to develop content for various channels
- Write and edit content for press releases, website, social media, and other communication materials
- Respond to media inquiries and act as the primary spokesperson for the organization
- Coordinate and manage crisis communication efforts

Technical Competency Requirements:

- Strong writing and editing skills
- Experience with media relations and press release distribution
- Familiarity with social media and digital marketing
- Knowledge of public relations and communications principles

Behavioral Competency Requirements:

- Strong communication and interpersonal skills
- Ability to work well under pressure and handle multiple tasks simultaneously
- Strong attention to detail and ability to meet deadlines



- Proven ability to think creatively and strategically

Qualifications:

- Bachelor's degree in public relations, communications, or a related field
- 3+ years of experience in public relations, communications or journalism
- Strong portfolio of previous work or projects