



JOB DESCRIPTION

Job Title: Chief Public Relations Officer		Effective date: 04/01/2021
Supervisor: CEO		Revision date:
Job Code: Pending	FLSA: Pending	Department Code: Pending

SUMMARY/GENERAL ACCOUNTABILITY

The Chief Public Relations Officer will be responsible for the planning, developing, and implementing strategic communication, public relations, and legislative activities within our organization. They will coordinate effective media, community and public relations, crisis communication, branding, and related activities. They will write and deliver press releases and handle all communication sent to the public.

ESSENTIAL DUTIES AND RESPONSIBILITIES

Chief Public Relations Officer

- Assists in developing and updating the organization’s communication policies (e.g., procedures, strategies), including policies related to public communications on the Internet and Social Media to ensure policies are in accordance with all federal laws, state statutes, county ordinances, and other regulations.
- Develop external media relationships.
- Researches, collects, prepares, writes, and disseminates organization’s information for social media, publications, brochures when needed, and new media press releases.
- Performs editorial assignments, as required. Writes scripts for radio ads, PowerPoint, video, and other media presentations.
- On request, composes and delivers speeches to local and statewide events, seminars, local community organizations, recruitment fairs, and other events related to county-wide impact and operations.
- Plans, directs, organizes, and schedules the activities of public information functional area.
- Designs, recommends, and provides support for educational materials and public events which support the public and important issues, programs, and services the organization provides.
- Develops public information plans and strategies and coordinates organization’s responses to news media questions and releases through appropriate stakeholders.
- Represents the organization in interviews and through the coordination of broadcast and print media. Serves as liaison between county and community officials, media, and the public.
- Advises organization on issue management and media responses.
- Responds verbally and in writing to inquiries regarding organization’s activities and events.
- Provides coordination and direction on content to the website and social media teams.
- Pending essential Duties and Responsibilities SJRC Texas
- Other related duties as assigned.

DIRECT REPORTING RELATIONSHIPS

- Director of Community Engagement
- Director of Community Affairs



JOB DESCRIPTION

Job Title: Chief Public Relations Officer		Effective date: 04/01/2021
Supervisor: CEO		Revision date:
Job Code: Pending	FLSA: Pending	Department Code: Pending

QUALIFICATIONS

LEVEL CODE	EDUCATION	EXPERIENCE
Required	<ul style="list-style-type: none"> Bachelor's Degree in Child Welfare or Public Relations or other related field Excellent skills in computing, software development and software design Exceptional written and verbal communication skills 	<ul style="list-style-type: none"> 3+ Years' experience in executive-level experience 3 plus years' experience as a Public Relations Officer or in a similar Communications role
Preferred	<ul style="list-style-type: none"> Master's Degree in Child Welfare or Public Relations or other related field required. Exceptional written and verbal communication skills 	<ul style="list-style-type: none"> 8 Years' experience in executive-level experience

CERTIFICATIONS/LICENSES/REGISTRATIONS

General	<ul style="list-style-type: none"> Valid Texas Driver's License, good driving record, ability to provide own transportation and proof of current automobile insurance
Professional	<ul style="list-style-type: none"> Trainings/Licensure/Certifications as required by SJRC Texas

PHYSICAL/MENTAL REQUIREMENTS

Physical Demands	<ul style="list-style-type: none"> Body mobility to stoop, kneel, bend, reach, walk and walk briskly. Stamina to work long days and drive long distances. Moderate to heavy lifting to 15 pounds with assistance
Visual and Cognitive Demands	<ul style="list-style-type: none"> Must have ability to communicate both verbally and in writing. Must have ability to give and receive verbal and written instructions (with or without hearing aids) Must have ability to read fine print, have sustained vision and peripheral vision (with or without glasses)
Environmental Demands	<ul style="list-style-type: none"> Environment requires dexterity to remain calm and adapt to fast paced and emotional environments.
Work Environment	<ul style="list-style-type: none"> Home-like settings with varying moderate to high degrees of background noise. Light and ventilation are found in a typical office setting. Smoke Free.
Possible hazards	<ul style="list-style-type: none"> Possibility of exposure to blood borne pathogens exists if universal precautions are not followed. (Hepatitis B inoculation available per request) Possible injury when lifting or moving if employee fails to use proper body mechanics, or if proper techniques are not used.



JOB DESCRIPTION

Job Title: Chief Public Relations Officer		Effective date: 04/01/2021
Supervisor: CEO		Revision date:
Job Code: Pending	FLSA: Pending	Department Code: Pending

SIGNATURE STATEMENT: I understand my essential duties and responsibilities.

Supervisor Approval:	Date:
Employee Signature:	Date:

The preceding statements are intended to describe the general nature and level of work being performed by people assigned to this job. They are not intended to be an exhaustive list of all responsibilities, duties and skills required of personnel so classified SJRC Texas/Belong reserves the right to revise or change job duties, qualifications and standards as business requirements dictate. It is mutually agreed that the job description does not constitute a written or implied contract of employment. It is also understood that the company reserves the right to change work schedules as required, including overtime.