

CEO



**VENTURA COUNTY
EXECUTIVE OFFICE**



Public Information Officer

Base Salary up to \$145,952 annually plus benefits



Public Information Officer

OUR COUNTY AND COMMUNITY

Ventura County is located on California's "Gold Coast," approximately 35 miles northwest of Los Angeles and 20 miles southeast of Santa Barbara. Residents enjoy rolling hills and sweeping ocean views in a nearly perfect Mediterranean climate with an average annual temperature of 74.2 degrees. The beauty and weather combined with a wonderful quality of life are among the many reasons our residents choose to call Ventura County "home."

Ventura County is a "general law" county, governed by a five-member, elected-by-district Board of Supervisors. The Supervisors appoint a County Executive Officer (CEO) to oversee the County budget, day-to-day operations, as well as to advise, assist and act as an agent for the Board of Supervisors in all matters under the Board's jurisdiction. County operations have an operating budget of approximately \$2.3 billion with a staffing allocation of 8,900.

THE COUNTY EXECUTIVE

OFFICE is a critical component of the County organization. The Office is responsible for the recommendation and/or implementation of Board Policies, the preparation and administration of the County budget, the recruitment and retention of a high-caliber workforce and the negotiation and administration of contracts with a number of Labor Organizations. The Office also has extensive interactions with local cities and other public jurisdictions within the County, representatives of the state and federal governments, as well as community-based organizations. In conducting business, the Office strives to provide high quality services in a fiscally prudent manner, while consistently fostering a culture of collaboration among agencies to better integrate and coordinate services, and actively promoting diversity and inclusion to reflect and engage the community.



THE POSITION

The County Executive Office is seeking an individual who will direct and implement the County's communications strategy to inform and engage County of Ventura residents. Under general direction of the County Executive Officer (CEO) or designee, manages a communications strategy which fosters public understanding and awareness of County goals, programs and services encompassing everything from health care, public safety, public works, social services, to airports and animal services. The position provides the public, media and County employees with accurate, timely and consistent information.

The position assists County agencies and departments which do not have a Public Information Officer and coordinates and provides support for those which do. The Public Information Officer will collaborate with interdepartmental management, build credibility within this complex organization and the diverse community that it serves. Dedication to transparency, inclusivity, diversity and strong ethics is paramount in this role.

Examples of essential functions of the position include, but are not limited to:

- Manages the communications needs for the County Executive Office by developing and implementing communication strategies for County programs, initiatives, services, and events; and communicates with other public information officers to ensure relayed messages are aligned;
- Strategically develops, manages and actively engages within the County's social media platforms for maximum outreach and communication with the community;
- Builds relationships and regularly meets with community stakeholders, including businesses, residents, churches, schools, hospitals, other governmental entities, community organizations, and environmental groups to more effectively understand community needs, create community outreach plans, furnish or obtain information or explain services, policy and procedures relative to county services provided to the public;
- Oversees the County's efforts to provide information and materials to communities having limited English proficiency, including translation and interpreters;
- Uses data analytics from website and social media to evaluate communication needs and identify enhancements;
- Strategically markets county services to increase public awareness; and develops a diverse and inclusive communications plan;



- Acts as the lead PIO in the Emergency Operations Center during large incidents or disasters to coordinate the release of emergency and/or recovery information;
- Develops relationships with media contacts, community based organizations and local governments. Establishes trusted relationships with community groups;
- Develops materials, including writing and producing letters, brochures, editorials, talking points, speeches, videos, and online communications;
- Provides training and development of public information officers from County agencies and departments;
- Coordinates special events (groundbreaking ceremonies, ribbon cutting ceremonies, public meetings, community forums, press conferences), providing customer service to clients and the public on various projects;
- Attends Board of Supervisors meetings in an effort to keep abreast of new programs, particularly those affecting departmental operations that may require special attention to public relations; and takes official photos of special recognitions, events and meetings;
- Prepares administrative studies and reports with supporting data, does considerable historical research in connection with preparation of reports on activities and events in answering of many inquiries; assists in the preparation of the annual report and other county reports;
- Manages Personnel in the PIO Unit.

THE IDEAL CANDIDATE

The County is seeking a poised, professional and seasoned communicator having a strong customer service orientation with a diverse skill set to lead the County's communications team. The ideal candidate will be an excellent communicator to various audiences, including elected officials at all levels of government. The winning candidate has the ability to formulate and implement strategic plans for communications, marketing, outreach, and community relations that are in alignment with the County of

Ventura's mission and goals. The ideal candidate must have a positive attitude, strong interpersonal skills, work effectively in a team and fast-paced environment, show initiative and adapt well to change; is organized, and detail oriented. A successful candidate will have the background, experience, and knowledge to demonstrate:

- Significant experience in high-profile press and media relations, marketing, including effective communications with the press on complex topics.
- Knowledge and experience with all aspects of publication project management and production, including planning, printing, graphic design, and distribution methods.
- Knowledge and experience in modern marketing and public relations techniques, technologies, and platforms, including social media and content strategy and tactics, special events planning, community engagement, visual storytelling, and data visualization.
- Demonstrated experience functioning in a dynamic and fast paced environment, including crisis communications planning and response.
- Knowledge and experience in training, mentoring, and motivating others to improve strategic and tactical communications planning and execution.
- Ability to respond flexibly in a fast-paced, deadline-driven environment.
- Knowledge of public sector functions and objectives, or a comparably complex private organization is desired.
- Spanish bilingual ability is a plus.

MINIMUM QUALIFICATIONS

Extensive experience in communications management in the public or private sector which has led to the acquisition of the required knowledge, skills, and abilities. Examples of qualifying education and experience are:

- A bachelor's degree in Journalism, Communication, Public Administration, Business, or related field; and
- Five (5) years of professional experience in journalism, public relations, or the media managing the communication and information for a public or large complex private sector organization.
- Some experience in emergency information or crisis communications is highly desirable.
- Must possess a valid CA driver license.

This is an "At-Will" position exempt from the Civil Service

COMPENSATION & BENEFITS

Current Annual Base Salary Range:

\$104,241— \$145,952 Annually DOE/DOQ

Car Allowance — \$525/monthly

Bilingual Pay: Employees whose positions require the use of bilingual skills may be eligible for bilingual premium pay as follows: Level I - \$0.65 per hour, Level II - \$0.80 per hour and Level III - \$0.90 per hour.

Educational Incentive: An educational incentive of 2.5% for completion of an associate's degree, 3.5% for completion of a bachelor's degree, OR 5% for completion of a graduate degree.

Executive Administrative Leave: 248 hours earned per year, increasing to 288 hours after 5 years of service, to 328 hours after 10 years of service, and to 368 hours after 15 years of service. *Credit for prior public service may be considered (Sec. 616A).

Annual Leave Redemption: The ability to "cash in" or redeem up to 100 hours of Annual Leave per year after using 80 hours.

Deferred Compensation: Eligible to participate in the County's 401(k) Shared Savings Plan and/or the Section 457 Plan. This position is eligible for up to a 3% match on your 401(k) contributions.

Health Plans: Medical, Dental and Vision plans for you and your dependents. You are afforded a flexible credit allowance of up to \$11,622 annually to use towards your plan elections.

Flexible Spending Accounts: Increase your spending power through reimbursement with pre-taxed dollars for IRS approved dependent care and health care expenses.

Holidays: 10 paid days per year which includes a scheduled floating holiday.

Miscellaneous Benefits: Incumbents are entitled to County-paid membership in professional organizations related to their position. Other benefits include: Disability Plans, Employee Assistance Program, Life Insurance, Tuition Reimbursement, Benefit Reimbursement Program and a Wellness Program.

Pension Plan: Both the County and you contribute to the County's Retirement Plan and to Social Security. Your retirement plan contributions vest immediately in your Ventura County Employees Retirement Association (VCERA) account and the County's Defined Retirement benefits vest after five (5) years of service. If you are eligible, you may establish reciprocity with other public retirement systems such as PERS. Based on your hire date with the County, or eligible reciprocal hire date, your retirement plan benefit will be:

Hire Date	Plan Benefit
Before June 30, 1979	2.18% @ age 60
Between June 30, 1979 - December 31, 2012	2.09% @ age 62
After December 31, 2012	2.00% @ age 62

For specific pension plan details, contact VCERA at vcera.info@ventura.org or (805) 339-2509.

APPLICATION AND SELECTION PROCEDURE

To **APPLY** for this exceptional career opportunity, please send a **resume, cover letter and answers to the supplemental questions.**

Submit in one of the following ways:

⇒ E-mail to:

Jessica.Ruiz@ventura.org;

OR

⇒ Submit an on-line application and attachments (resume and cover letter) at www.ventura.org/jobs.

Resumes, cover letters and responses to the supplemental questions will be screened based on the criteria outlined in this brochure.

First review of resumes is anticipated to be on **November 1, 2019**. This is a continuous recruitment and may close at any time. If interested, apply as soon as possible to be included in that review. Subsequent reviews may be conducted to establish a viable pool of candidates.

Following an evaluation of the resumes, the most qualified candidates will be invited to a panel interview. The top candidates, as determined by the panel, will then be invited to a second/final interview. The interviews may be consolidated into one process or expanded into multiple interviews contingent upon the size and quality of the candidate pool.

The selected candidate may be subjected to a thorough background investigation which may include inquiry into past employment, education, criminal background information, and driving record. In addition, the successful candidate may be subjected to Live Scan fingerprinting.

SUPPLEMENTAL QUESTIONS

You will be prompted to answer the following job-specific questions during the online application process:

1. Briefly describe your experience developing and managing public information programs for large, complex organizations. In your response, include the following:

A. Your experience developing and carrying out specific marketing campaigns, and the results of those campaigns.

B. Your approach for measuring the impact of communications.

C. An example of initiative you have demonstrated in a public information program.

2. Briefly describe your experience strategically utilizing:

A. Social media

B. Web content and

C. Other new media platforms for public facing corporate communications.

3. Briefly describe your experience working with news media. In your response, include your role and responsibilities.

For additional information about this position please contact Jessica Ruiz at (805) 654-2419 or email at Jessica.Ruiz@ventura.org.