

Clayton County	
Title: Sheriff Public Information Officer Class Code: SO095	

Purpose of Classification

Highly professional administrative staff position specializing in developing, implementing and administering public information and public education programs for Sheriff's Department. Job functions are primarily performed Monday to Friday; however, a flexible work schedule may be required to accommodate the needs of the customer and the organization. The PIO position is non-uniformed, and reports to the Sheriff or his/her designee.

Essential Functions

The following duties are normal for this position. The omission of specific statements of the duties does not exclude them from the classification if the work is similar, related, or a logical assignment for this classification. Other duties may be required and assigned.

Fosters harmonious, respectful, and effective working relationships among department staff and all outside agencies. The employee serves as a liaison between Sheriff's Department and other governmental and non-governmental agencies and institutions and works to retain a harmonious relationship with all partnering agencies.

Takes proactive steps to notify media of developing or emergency responses situations. The employee also prepares and distributes informational and seasonal media releases, and other materials of a routine nature.

Maintains and monitors the department's official social media sites.

Available on a 24-hour basis by telephone.

Develops and maintains a current media contact list for local, state and national news outlets.

Monitors developments in the media that could adversely affect the image of the department or the County and reports such to Sheriff administrators.

Represents the Sheriff and the organization at various civic or business functions.

Conducts live and pre-recorded television and radio interviews on a regular basis, for both breaking news and special features.

Prepares speaking points for programs to citizens of all ages when requested.

Develops and implements quality improvement programs by reviewing and analyzing data, system trends, and needs in an effort to ensure department excellence.



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Monitors and evaluates expenditures, and makes budgetary recommendations; also evaluates past spending, anticipates future spending, and performs other related activities.

Additional Functions

Performs other related duties as required.

Minimum Qualifications

Bachelor's degree in Communications, Public Relations, Marketing or other related field; supplemented by four (4) years of progressively responsible public relations experience; experience in planning and organizing large events and functions; and any equivalent combination of education, training, and experience.

ADA Compliance

Physical Ability: Tasks require the ability to exert light physical effort in sedentary to light work, but which may involve some lifting, carrying, pushing and/or pulling of objects and materials of light weight (5-10 pounds). Tasks may involve extended periods of time at a keyboard or work station.

Sensory Requirements: Some tasks require the ability to perceive and discriminate sounds and visual cues or signals. Some tasks require the ability to communicate orally.

Environmental Factors: Essential functions are regularly performed without exposure to adverse environmental conditions.

