

CLASS TITLE: EMERGENCY MANAGEMENT EXTERNAL AFFAIRS COORDINATOR

Class Code: 02761901
Pay Grade: 26A
EO Code: B

CLASS DEFINITION

GENERAL STATEMENT OF DUTIES: Within the Emergency Management Agency, to initiate, plan, coordinate, and review a continuous informational and public relations program for the Rhode Island Emergency Management Agency; to perform a variety of original display, visual layout and content presentation for a state agency involving digital/electronic or website presentations compliant with state information technology practices; and to do related work as required.

SUPERVISION RECEIVED: Works under the administrative direction of a superior with considerable latitude for the exercise of independent judgment and initiative in organizing the agency's planning or program activities; work is subject to review through consultations and/or written reports for satisfactory performance and conformance to laws, policies, directives, rules and regulations.

SUPERVISION EXERCISED: None.

ILLUSTRATIVE EXAMPLES OF WORK PERFORMED

To manage and prioritize informational requests as well as ensure quality and integrity of information released to internal and external audiences in accordance with established statewide social network policy.

To maintain satisfactory professional relationships with local newspaper representatives, radio station officials, educational institutions, community organizations and the general public to secure cooperation in the placement, use and distribution of information.

To initiate, monitor and respond to internet conversation threading, blog postings and social network communications.

To be responsible for the development and implementation of emergency public information plans and operating procedures, conducts public outreach, and coordinates resources to save lives and lessen the economic, psychological and physical effects of a disaster on the State of Rhode Island and its citizens.

To serve as a media advisor to the emergency management program and support offices on decision making, development, and maintenance of policies and programs to ensure that activities are responsive to stakeholder, media, congressional and other audiences.

To engage, inform and educate all emergency management program stakeholders in support of the Agency's programs and initiatives to achieve its mission.

To perform Emergency Operations Center duties as required during incidents.

To be responsible for writing or editing news releases, articles, stories, radio scripts and feature materials for use in local newspapers, radio stations and advertising agencies; to schedule a continuous flow of informational material to the general public and affected or interested groups in the state for the purpose of providing timely and useful information to improve public understanding, interest and cooperative reception to departmental or agency objectives.

To work closely with administrative, research and professional personnel in the development and utilization of informational material relating to subject matter of a technical, professional or policy nature.

To perform a variety of original display, visual layout and content presentation for a state agency involving digital/electronic or website presentations compliant with state information technology practices.

To conceptualize and design websites and other informational material utilizing a variety of page layout software to set size specifications, computer typesetting, typography, pagination and other graphic elements ensuring adherence to deadlines and budget requirements.

To ensure conformity within the agency, as well as, statewide information technology design standards and formats by understanding the agency's mission and goals and the impact the website, social media outlets and other promotional materials have on the agency's public image.

To coordinate design details, assignments and projects by collaborating with staff members and management to meet specified deadlines.

To represent the agency to the printed and broadcasted media in releasing news and informational.

To answer public inquiries, both oral and written, including conducting surveys and preparing reports.

To develop a budget for public relations activities.

To do related work as required.

REQUIRED QUALIFICATIONS FOR APPOINTMENT:

KNOWLEDGE, SKILLS, AND CAPACITIES: A thorough knowledge of informational methods and public relations practices; a thorough knowledge of, and the ability to evaluate, the attitudes and reactions of interested and affected groups and their demands and needs for information about the agency's programs and objectives; a thorough knowledge of print production, graphic design and layout involved in the preparation and dissemination of informational material; a thorough knowledge of the principals and techniques of graphic composition and presentation; a thorough knowledge in the use of etiquette of social networking platforms including Facebook, Twitter, YouTube, Instagram and LinkedIn; the ability to write or edit and adapt news releases, articles, stories, radio scripts and feature materials for use of local newspapers, radio stations and publicity agencies; the ability to develop and maintain satisfactory relationships with the press and radio station representatives, educational institutions, community organizations and the general public; the ability to organize and prepare effective written material using a personal computer and web content management software for the purpose of stimulating public interest; the ability to communicate effectively with subordinates, superiors and agency personnel; the ability to speak before groups on agency related topics; the ability to prepare speeches and written material for department officials; the ability to conduct research and informational interviews; the ability to assist in day-to-day press operations and represent the agency's work and its key messages to the media and the public; the ability to work with Emergency Management (EM) staff to lead the agency's public information needs and develop opportunities to showcase EM's work in planning, preparedness, outreach, response, recovery, and mitigation; and related capacities and abilities.

EDUCATION AND EXPERIENCE:

Education: Such as may have been gained through: graduation from a college of recognized standing with a Bachelor's Degree in Communications/Journalism, Information Systems, Computerized Graphic Design, or a closely related field; and

Experience: Such as may have been gained through: employment in a position which involved responsibility for the organization and development of an informational and public relations program; considerable experience as a communications/information specialist involving the dissemination of daily maintenance of materials involving the use of web content management software in the presentation of web pages, informational materials and/or publications.

Or, any combination of education and experience that shall be substantially equivalent to the above education and experience.

SPECIAL REQUIREMENTS:

At the time of appointment:

1. Must obtain and maintain a valid Motor Vehicle Operator's license.

Within six (6) months of appointment (subject to course availability):

1. Must obtain and maintain certificates of training for ICS 100, 200, 300, 400, 700, and 800.
2. Must obtain and maintain completion of FEMA Professional Development Series.

Class Created: February 19, 2017