

# EMERGENCY PREPAREDNESS PUBLIC INFORMATION OFFICER

Revised: October 2012, November 2010

Department: Public Health

Section:

Reports to: Regional Emergency Preparedness Coordinator

Approved by:

(1) EMPLOYEE'S SIGNATURE \_\_\_\_\_

(2) DEPT. HEAD'S SIGNATURE \_\_\_\_\_

## **DESCRIPTION OF WORK**

General Statement of Duties: Coordinates and collaborates with others doing public outreach and communication. Employee is responsible for the preparation and distribution of materials for informational purposes. Work is primarily focused on the technical facets of journalistic preparation. Responsible for the preparation of a variety of informational materials to increase public awareness of all hazards emergency preparedness. Responsible for regional disaster public information. Shows discretion over the techniques utilized and serves as a consultant to management in developing informational policies.

Supervision Received: Reports to the Regional Emergency Preparedness Coordinator.

Supervision Exercised: None

**EXAMPLES OF WORK:** An asterisk (\*) denotes those functions important and essential in accomplishing the purpose of this job. Some of the reasons why a function could be considered essential are: 1. The position exists to perform the function. 2. There are a limited number of other employees available to perform the function, or among whom the function can be distributed. 3. A function is highly specialized and the person in the position is hired for special expertise or ability to perform it.

\* 25% Work with four Health Units consisting of eight counties (Bismarck Burleigh Public Health, Custer Health (Morton, Oliver, Grant, Sioux & Mercer), Emmons County Public Health, and Kidder County District Health) and one Indian Reservation, Standing Rock Sioux Tribe to provide ongoing public information to educate the public regarding all hazards preparation and to assist with communication during an emergency of any kind.

\* 20% Participate in public speaking engagements regarding all hazards preparation. Drafts press releases, news articles and public statements as requested utilizing current technology to assure stakeholders are informed including the Bismarck City PIO.

## PUBLIC INFORMATION OFFICER

- \* 5% Maintain relationships with travel agencies, airports, mass transit systems and other transportation systems in North Dakota and assist these agencies with loading and updating their contact information in the Health Alert Network.
- \* 10% Acts as Public Information Officer in emergency operations center situations by communicating with press and other interested stakeholders to assure information is accurate.
- \* 5% Maintain updated media after-hours contact information and coordination of after-hours contact procedures with media outlets. Maintain updated contact information for hospital PIOs and other partners.
- \* 5% Maintain competency on use of hotline scripting software through training and exercising as conducted by NDDoH.
- \* 5% Participate in monthly regional/state PIO coordination meetings, local coalition meeting and meetings determined necessary by you and your supervisor.
- \* 1% Maintain membership in the National Public Health Information Coalition.
- \* 4% Work collaboratively to develop pre-scripted emergency messages based upon health and medical aspects of the 15 Department of Homeland Security National Plan Scenarios.
- \* 10% Address mental health concerns in local/regional communication plans. Maintain an updated SNS annex for local/regional communication plans. Update communication annex ongoing. Update vulnerable population contact list ongoing.
- \* 10% Work with regional Emergency Preparedness and Response Coordinators to develop and maintain materials that can be used upon request of the SNS or other mass dispensing events such as drug information sheets and instruction cards, and a standard set of signs that can be used at the POD sites throughout the state. Work with regional Emergency Preparedness and Response Coordinators to develop and maintain updated public information handouts for all hazards preparedness. In coordination with local health and medical personnel, develop and maintain drug information sheets and instruction cards for use by the general public.
- \* 5% Identify and establish a working relationship with tribal contact(s) in your region to coordinate public information efforts.
- \* 5% Other duties as assigned

### **MINIMUM QUALIFICATIONS**

Education and Experience: Bachelor's degree with major in English composition or communications OR 3 years of related experience.

#### Required Knowledge, Skills and Abilities:

Ability to compose effective mass communication.

Ability to function effectively in an emergency.

Ability to work collaboratively with commissioners/departments.

Understanding of media relations.

## PUBLIC INFORMATION OFFICER

Understanding of public opinion sampling devices.

Ability to work with regional public health agencies and first responders on regional public health crisis communication plan.

Knowledge of Microsoft Office.

Ability to speak effectively and present ideas and concepts effectively.

### Special Requirements:

Must possess a valid ND drivers license and possess a vehicle for use on duty.

### The physical activities of this position are:

Standing: Particularly for sustained periods of time.

Walking: Moving about on foot to accomplish tasks, particularly for long distances.

Lifting: Raising objects from a lower to a higher position or moving objects horizontally from position-to-position. This factor is important if it occurs to a considerable degree and requires the substantial use of the upper extremities and back muscles.

Fingering: Picking, pinching, typing or otherwise working primarily with fingers rather than with the whole hand or arm as in handling.

Grasping: Applying pressure to an object with the fingers and palm.

Feeling: Perceiving attributes of objects, such as size, shape, temperature or texture by touching with skin, particularly that of fingertips.

Talking: Expressing or exchanging ideas by means of the spoken word. Those activities in which they must convey detailed or important spoken instructions to other workers accurately, loudly, or quickly.

Hearing: Perceiving the nature of sound with no more than a 40 db loss @ 500 Hz, 1,000 Hz and 2,000 Hz with or without correction. Ability to receive detailed information through oral communication, and to make fine discriminations in sound, such as when making the fine adjustments on machined parts.

Repetitive motions: Substantial movements (motions) of the wrists, hand and/or fingers.

### The physical requirements of this position are:

## PUBLIC INFORMATION OFFICER

Sedentary Work: Exerting up to 10 pounds of force occasionally and/or a negligible amount of force frequently or constantly to lift, carry, push, pull or otherwise move objects, including the human body. Sedentary work involves sitting most of the time. Jobs are sedentary if walking and standing are required only occasionally and all other sedentary criteria are met.

The visual acuity requirements including color, depth perception and field of vision for this position are:

MACHINE OPERATORS (including inspection), INSPECTION, CLOSE ASSEMBLY, CLERICAL, ADMINISTRATIVE: This is a minimum standard for use with those whose work deals largely with preparing and analyzing data and figures, accounting, transcription, computer terminal, extensive reading, visual inspection involving small parts, operation of machines (including inspection), using measurement devices, assembly or fabrication of parts at distances close to the eyes.

The conditions the worker will be subject to in this position are:

The worker is subject to both environmental conditions: Activities occur inside and outside.

None: The worker is not substantially exposed to adverse environmental conditions (such as in typical office or administrative work).