



# COUNTY OF HIDALGO

## Department of Human Resources

Job Title: **DIVISION MANAGER III, PUBLIC AFFAIRS**  
Grade: 18

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*The County of Hidalgo Department of Human Resources reserves the right to select candidates considered to be the most highly qualified based on education and experience. The hiring department will interview and select the candidates provided by the Department of Human Resources.*

### **GENERAL DESCRIPTION**

Under the direction of the County Judge, this position oversees the Public Affairs Division of the County Judge's Office and assigned staff. Work involves managing all the intergovernmental, external, media and public relations activities for Hidalgo County Commissioners' court and on a county-wide basis. Develops and implements outreach activities designed to provide County employees, citizens and area media with current information regarding all aspects of County operations. Works directly with Commissioners' Court and County departments in the areas of public information, media relations, outreach & promotion, and other internal and external communications services. This position also provides general support, guidance, and technical assistance to the County Executive Office and County departments.

### **EXAMPLES OF WORK PERFORMED**

Responsible for research, writing, content development for correspondence, press releases, talking points, presentations, issues briefs, and other print and online publications

Oversees and implements the development of projects, programs, events and services to promote County awareness in the community

Researches, processes and prepares timely responses to information requests and inquiries from media and the public

Acts as a liaison between the County and citizens/media during Commissioners Court and other public meetings

Oversees and implements special events, press conferences, and other County activities

Schedules media interviews with key departmental staff & elected officials; acts as County spokesperson

Prepares and disseminates news releases, newsletters, information articles, legislative testimony, speeches and other materials; Distribution of information includes the use of the Internet

Interacts with public & community organizations to develop and implement key partnerships to promote County programs and services and the County presence

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Interacts with the Commissioners Court, Elected Officials, County departments, media, community and civic organizations, government and public organizations, private and business organizations and the general public

Facilities internal communications and organizational effectiveness within and among County departments and offices

Devises ways to better utilize resources, improvement of management accountability, and efficient means to reach program objectives

Maintains trend data and prepares, updates, and publishes reports and manuals

Develops and delivers presentations in public forums regarding a wide array of County programs, services, and activities

Supervises and directs assigned staff

Performs all other related duties involved as assigned or required

Work in a fast-paced, demanding environment

In emergency or crisis situations, must be available to work on call and/or around the clock

Performs other related duties as assigned

#### **EDUCATION AND EXPERIENCE**

Bachelor's degree in Public Relations, Journalism, Public Administration or related field

Master's degree preferred

Five (5) years of experience in public service or equivalent combination

Two (2) years of related experience may be substituted for one (1) year of education

#### **CERTIFICATES, LICENSES AND REGISTRATION**

Must have a current valid Texas motor vehicle operator's license

Must be able to be insured by the County's insurance carrier

#### **KNOWLEDGE, SKILLS AND ABILITIES**

Knowledge of principles and best practices of public relations and mass communication

Extensive knowledge and understanding of local government

Extensive knowledge of marketing techniques and practices, including public opinion research techniques, methods, and tools

Extensive knowledge of the Texas Public Information Act

Graphic design & desktop publishing experience

Experienced in basic journalistic photography & photo editing

Excellent written and verbal communication skills required

Bilingual (Spanish & English) with the ability to converse fluently in both languages

Ability to research and produce written material and content in a timely manner

Ability to enunciate and articulate well enough to speak to groups of people

Ability to keep abreast of emerging issues, media trends, best practices

High standards of excellence, tact, discretion, honesty, integrity and professionalism in interpersonal and community relations

Ability to use independent judgment and maintain confidentiality

## **PHYSICAL DEMANDS**

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job.

While performing the duties of this job, the employee is regularly required to talk or hear. The employee frequently is required to stand. The employee is occasionally required to walk; sit; use hands to find, handle, or feel objects, tools or controls; reach with hands and arms; climb or balance; stoop and kneel.

The employee must occasionally lift and/or move over twenty-five (25) pounds. Specific vision abilities required by this job include close vision, depth perception, and the ability to adjust focus.

## **WORK ENVIRONMENT**

The work environment characteristics described here are representative of those an employee encounter while performing the essential functions of this job.

The noise level in the work environment is usually moderate.

## **SAFETY REQUIREMENTS**

Maintain physical conditions appropriate to the performance of assigned duties and responsibilities which may include the following:

- sitting for extended periods of time
- standing for extended periods of time
- operating assigned equipment

Maintain mental capacity which permits:

- making sound decisions and using good judgment
- demonstrating intellectual capabilities

Effectively handle a work environment and conditions which involve:

- working closely with others
- working in a multi-task environment

Maintain effective audio-visual discrimination and perception needed for:

- making observations
- reading and writing
- operating assigned equipment
- communication with others

- required to follow the County of Hidalgo Accident Prevention Plan and department's safety regulations