



# COUNTY OF HIDALGO

## Department of Human Resources

Job Title: **PUBLIC INFORMATION SPECIALIST III**  
Grade: 14

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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 general direction, supervises and coordinates public relation activities designed to provide County employees, citizens and area media with current information regarding all aspects of County operations; Provides direct support in the areas of public information and media relations.

### **EXAMPLES OF WORK PERFORMED**

Responds to information requests and inquiries from media and the public; Assists citizens and media during Commissioners Court and other public meetings

Plans and implements public information county-wide programs

Acts as spokesperson for the County Administrator and/or Commissioners Court when assigned

Provides guidance and training to departmental personnel, including elected officials in communication skills, public relations techniques and effective interpersonal relations

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

Coordinates press conferences

Supervises and participates in preparation of educational and informational materials including films and slides for distribution to the public

Directs, conducts and/or arranges tours of County facilities

Performs all other related duties involved in the operation of the business as assigned or required

### **EXPERIENCE AND EDUCATION**

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

Five (5) years of experience in public relations

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

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

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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**

Excellent written and verbal communication skills required

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

This position makes decisions under the general direction of the County Administrator and the Commissioners Court

Interacts with the Commissioners Court, Elected Officials, Media, Community and Civic Organizations, Government and Public Organizations, Private and Business Organizations and the general public

### **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