



## Association of Central Oklahoma Governments

### **JOB OPPORTUNITY**

#### **DESCRIPTION:**

**JOB TITLE:** Public Information Director

**DIVISION:** Administrative Services

**SUPERVISOR:** Executive Director

**DATE:** July 2019

**FLSA STATUS:** Exempt

#### **EMPLOYER INFORMATION:**

ACOG is the regional planning agency and the designated metropolitan planning organization (MPO) serving the four-county Central Oklahoma region (Oklahoma, Cleveland, Canadian and Logan Counties). ACOG, located in Oklahoma City, performs work related to enhanced 9-1-1 services, community & economic development, water resources, air quality, transportation planning, and other issues of regional significance. For more information about ACOG and the variety of services and programs provided, please access our website at [www.acogok.org](http://www.acogok.org).

#### **JOB SUMMARY:**

The Public Information Director is a member of the senior staff and management team of ACOG and reports to the Executive Director of the agency. The Public Information Director will work collaboratively with executive, senior, and board leadership to develop and implement public relations projects and programs, which serve to enhance and support ACOG's vision and mission.

This position is responsible for highly professional and supervisory work which involves directing and coordinating all public relations for ACOG, including public involvement and public participation activities required by state and federal laws, public information, public affairs, advocacy, media relations, social media management, marketing and publicity, member and stakeholder relations, issues management, photography and visual communications, presentations, brand development and management, special event planning, and website management.

The Public Information Director will also serve as the agency's public information officer, responsible for coordinating FOIA and Open Records requests, and the chief branding officer, ensuring consistent, coordinated, and approved messages.

#### **ESSENTIAL JOB FUNCTIONS:**

##### **COMMUNICATIONS**

- Collaborate with the ACOG Executive Director, senior leadership, and various boards and committees to develop and implement communications strategies.
- Coordinate, direct, and/or support public information campaigns.
- Develop and refine ACOG's core messages to ensure organizational consistency and protect the ACOG brand.

- Identify significant media and public policy issues that can be leveraged to support ACOG's mission.
- Serve as executive editor for the organization's communication and marketing strategies and all publications.
- Oversee organizational response to public and media inquiries; implement public relations and informational programs regarding ACOG projects and areas of public interest.
- Direct social media to engage audiences across traditional and new media.
- Serve as web master and chief content officer for the ACOG website and other web properties.
- Coordinate website/social media workshops, training, and orientations for employees with content creation responsibilities.
- Develop ACOG orientation presentation and packet for new board members.

## **PUBLICITY (MARKETING)**

- Develop communications plan, including strategies, goals, budget, tactics, evaluations, etc.
- Coordinate all public relations activities, including special events.
- Analyze ACOG participation in member and community events.
- Evaluate opportunities for partnerships on an on-going basis.
- Monitor, analyze, and communicate publicity results on a regular basis.
- Work with various consultants, firms, advertising agencies, and local, state, federal and member organizations as it relates to ACOG publicity campaigns.

## **LEGISLATIVE AFFAIRS**

- Work with the Executive Director, senior staff, and board leadership to develop and implement an annual legislative issues agenda.
- Represent ACOG on an as-needed basis in legislative activities at both a state and federal level.
- Assist with developing draft legislation as needed.
- Coordinate necessary meetings between local elected officials and county, state and federal officials.
- Coordinate the annual ACOG legislative reception and presentation.
- Prepare and present a legislative progress report for the ACOG Board meetings.

## **PUBLIC INVOLVEMENT AND CIVIC ENGAGEMENT**

- Direct all public involvement and public participation activities required by law, particularly as they relate to the Metropolitan Planning Organization, including public meetings, public availability sessions, public comment period, poster sessions, public notices, and reports.
- Provide a strong philosophical direction that welcomes and encourages public involvement and participation.
- Institutionalize a civic engagement philosophy and vision.
- Ensure engagement with publics of diverse viewpoints, values, and concerns.
- Provide guidance and direction on ways to involve the public in decisions.
- Ensure all legal requirements for public involvement are met.
- Evaluate ACOG's public involvement efforts and track improvements.
- Build and sustain relationships with organizations and communities that share a common interest with ACOG and its member governments.

## **PUBLIC INFORMATION AND MEDIA RELATIONS**

- Organize all press releases, news interviews, and news conferences.

- Manage all FOIA and Open Records requests for ACOG.
- Coordinate spokesperson activities with subject matter experts; Serve as the ACOG spokesperson during times of crisis when subject matter experts are unavailable or unprepared.
- Provide interviewing and media relations training for staff.
- Create special presentations or publications for ACOG when requested.
- Assist all ACOG divisions/departments in public relations activities, including Water Resources, Transportation Planning Services, Regional Transportation Authority (RTA), 9-1-1 & Public Safety, Community & Economic Development, Air Quality and Clean Cities Program.
- Make presentations about ACOG to civic and service organizations, media, and the public on an as-needed basis.

### **ADDITIONAL RESPONSIBILITIES:**

- Supervise and coordinate the activities of the Senior Art Designer.
- Perform other duties and projects as required by the Executive Director.

### **MINIMUM QUALIFICATIONS FOR CONSIDERATION:**

- Bachelor's degree in journalism, public relations, communications, marketing, political science, or a relevant degree. A Master's Degree in a related field is preferred.
- Five (5) years of public information and public relations work experience. A Master's Degree may substitute for one year of experience.
- Accreditation in Public Relations (APR) is preferred.
- Active membership in one or more of the following is a plus: Public Relations Society of America, International Association of Business Communicators or the National Association of Government Communicators, or a similar professional organization.
- Preference for experience in formal public involvement activities at the state or federal level.

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

- Familiarity with supervisory principles and best practices.
- Knowledge of media practices and techniques, including print and broadcast media sources.
- Comprehension of public relations and technical writing techniques.
- Knowledge of publicity and marketing campaign design.
- Awareness of principles of graphic design.
- Experience in public involvement and public participation history and methods.
- Knowledge of social media technologies, including Wordpress.org, Wordpress.com and self-hosted websites.
- Knowledge of social media management and analytics software.
- Working knowledge of photography and photo editing.
- Proficient in Microsoft Office suite (Word, Excel, Access, PowerPoint and Outlook).
- Knowledge of Adobe Creative suite (Photoshop, Illustrator, and InDesign) desirable.
- Familiarity with safety rules and regulations.
- Expertise in web page design, policies and procedures, including FTC requirements, copyright law, etc.
- Knowledge of legislative tracking and monitoring tools.
- Strong ability to communicate effectively, clearly, and concisely.
- Advanced writing skills, including web, persuasive, editorial, speech, and news with knowledge of the AP Style Guide.

- Ability to maintain confidentiality regarding department functions and employees.
- Capability to analyze information and to conduct research for preparation of reports, programs, and presentations.
- Aptitude to function effectively in a group meeting setting and effectively represent the best interest of ACOG.
- Ability to interact with ACOG employees, elected and appointed officials, the public, and the media in a tactful, courteous, and professional manner.
- Proficiency in establishing and maintaining effective working relationships with fellow employees and the general public.
- Must have a valid OK or other state driver's license.

### COMPENSATION:

The hiring range for this position will be \$76,000 - \$80,000 annually. ACOG offers a competitive benefits package, which includes paid vacation and sick leave, health, dental, vision, life insurance, retirement, health reimbursement arrangement, flexible spending account for medical and child/dependent care expenses, and flexible work schedules.

### HOW TO APPLY:

1. Download the ACOG employment application at:

<http://www.acogok.org/wp-content/uploads/2019/07/ACOG-Employment-Fill-Out-Form.pdf>.

2. Send **completed application package** (cover letter, completed application form and resume) to:

Mark W. Sweeney, AICP, Executive Director  
Association of Central Oklahoma Governments  
4205 N. Lincoln Blvd.  
Oklahoma City, OK 73105

Or by email to [bgarner@acogok.org](mailto:bgarner@acogok.org) with the subject Public Information Director.

**Incomplete application packages will not be considered. Position is open until filled; initial review of applications begins August 12, 2019.**

All employment offers will be within the stated hiring range.

ACOG reserves the right to hire at an appropriate level. ACOG is an Equal Opportunity Employer (EOE).