



Public Information Officer City of Mebane

To Apply

To apply for the Public Information Officer position, please click on the link below.

[Public Information Officer](#)

The City of Mebane is an Equal Opportunity Employer.

Department

Administration

The Opportunity

Want to take your communications career to the next level? Look no further than Mebane, one of the fastest growing municipalities in North Carolina. If you have what it takes to establish, cultivate, and develop a civic communications program, consider joining our positively charming team.

Excelling in oral and written communication, the Public Information Officer creates and implements municipal communications, strategic marketing, and public education campaigns. Work includes media relations and the preparation and distribution of press releases, maintaining the content of the City's website and sharing information through various social media resources. Managing the City's brand, creating transparency, and engaging the community through outreach and education are additional responsibilities of the Public Information Officer. A highly visible position, the PIO engages in extensive public contact with City Council, City staff, business owners, local and regional partners, and the public. The position will be the City of Mebane's first Public Information Officer and will be tasked with creating this program in partnership with other City departments, along with operations.

Work is performed under the general direction of the Assistant City Manager and is evaluated through conferences, reports, results, and feedback from various public groups.

Illustrative Examples of Work

Creates and implements communications, strategic marketing and public education campaigns to support City initiatives, events and programs; meets and collaborates and coordinates production with City staff to plan, promote and implement community events and special projects in the City.

Writes and distributes press releases, newspaper articles, and other print collateral content; researches and prepares presentations, speeches, and “talking points” for City Council and City officials. Specifically, the new City program will include a weekly Mebane 411 Podcast, regular zoom casts, newspaper columns, in-depth subject matter videos, and information distribution partnerships with local newspaper, radio, television, and social media.

Manages various external vendors including website design, graphics and printing, photography, and wayfinding and branding implementation.

Implements approved recommendations of City branding including wayfinding, logo usage, signage, public building and space design, and other aspects to promote and communicate specific messages about the City.

Maintains content of City website; designs and edits web content; writes and posts text on various topics to the City’s website; trains departmental employees on routine departmental web page maintenance and serves as resource.

Manages a variety of social media resources, such as and including Facebook and Twitter.

Manages media relations and press events; handles the media effectively in compliance with applicable rules, policies, and procedures.

Develops and manages communications, marketing, and public relations budgets; partners with and receives input from departments on marketing and communications needs.

Photographs City events and programs; responsible for editing photos.

Makes presentations to organizations to cultivate support and awareness for City initiatives.

Develops and maintains community partnerships to support City Council goals.

Represents City Manager’s office on boards, committees, and at regional and community events.

Manages departmental budget.

Attends Council meetings, events, and other meetings as assigned that may occur before or after 8:00 am-5:00 pm and on weekends.

Benefits

Our comprehensive benefits package includes medical, dental, vision and prescription drug coverage, annual cost of living allowances and merit increases, as approved by City Council, State retirement, annual 401(k) contribution of 5%, annual service bonus, tuition reimbursement, and tax-free flexible spending accounts.

Qualifications

Graduation from a four-year college or university with a degree in communications, journalism, public relations, or related field and considerable related professional experience in public relations, or an equivalent combination of education and experience. Valid North Carolina Driver's License or ability to obtain within 6 months.

Compensation

The hiring range for this position is \$56,624 - \$75,000 annually, commensurate with education and experience.

Submittals

1. Employment application:
All applicants are required to complete a City of Mebane employment application. Please submit an application online at www.cityofmebanenc.gov.
2. Work samples:
Applicants are requested to submit as many examples of their work as they would like, ranging from traditional paper notifications, verbal/video production, and programs ranging from community engagement to disaster response. The City is interested in reviewing specific examples such as video work, zoom casts, podcasts, press releases, columns, blogs, and radio interviews.

Application Review

For priority consideration, please submit your application by 11:59 pm on Monday August 29. Interviews will occur the week of September 5.

Disclaimer

This classification specification has been designated to indicate the general nature and level of work performed by employees within this classification. It is not designed to contain or be interpreted as a comprehensive inventory of all duties, responsibilities and qualifications required of employees to perform the job. The Physical Requirements and Working Conditions of this sections may vary from position to position. The City reserves the right to assign or otherwise modify the duties assigned to this classification.