



County of Frederick

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TO: Human Resources Committee and Board of Supervisors
FROM: Paula Nofsinger, HR Director *Paula Nofsinger*
DATE: January 29, 2013
SUBJECT: HR Committee Agenda- REVISED

The HR Committee will meet in the First Floor Conference Room at 107 North Kent Street on Friday, February 1st, at 8:00a.m. There has been one more item added to the agenda. The revised agenda for the meeting is as follows:

1. The review and approval of draft HR policies.
2. Establishment of Public Information Officer Position.
3. The review and approval of the Employee of the Month award.



COUNTY of FREDERICK

MEMORANDUM

Kris C. Tierney
Assistant County Administrator


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TO: Human Resources Members

FROM: Kris C. Tierney, Assistant County Administrator 

RE: Establishment of Public Information Officer Position

DATE: January 15, 2012

As a result of Hurricane Sandy the County Administrative offices, the Public Safety Building and the Regional Jail experienced a loss of phone and Internet service for 2 days. In addition, many citizens, including numerous county employees, were without power, and thus limited in their ability to obtain information such as weather updates or closure information from conventional means (cable, radio, phone, and Internet). Following the event an ad-hoc committee of key County department and agency representatives was established to evaluate issues that arose from the communication challenges presented by the storm.

Participants on the Committee included:

Kris Tierney, Assistant County Administrator
Dennis Linaburg, Fire and Rescue Chief
Sheriff Robert Williamson
LeeAnna Pyles, Director of Public Safety Communications
Walter Banks, IT Director
Chester Lauck, Emergency Management
Kathy Sasser, Northwestern Regional Adult Detention Center
Jay Tibbs, Deputy County Administrator
Karen Vacchio, Parks and Recreation Public Information Officer

Through their discussions the Committee developed a number of recommendations regarding back-up/alternate means for hosting phone and Internet services, establishing procedures for the utilization of the County's existing emergency notification system to broadcast information and/or alerts to employees as appropriate in times of emergency, and establishing a County Facebook page and Twitter account in order to take advantage of these social media platforms as a means of making information more readily available to County citizens. These recommendations have all been implemented.

The final recommendation was the creation of a staff position that would be focused specifically on the collection and dissemination of County information. The Committee recommended that a fulltime County Public Information Officer (PIO) position be established.

As proposed, the County PIO position would manage content and programming for the County's cable channel, website and social media sites, and would act as the liaison between the County government and the media. The PIO would also be the principle point of contact for Freedom of Information Act requests and would oversee compliance with State records retention laws and would function as the primary point of contact for media information during times of emergency. The position would report directly to the County Administrator and would provide guidance and assistance with various promotional activities, special events, public relations and community outreach and press releases.

It is proposed that the position be established at the R12 with a salary range of (\$59,043.94 to \$108,078.63) with the anticipation that the position would pay in the low to mid \$60,000's. A full job description is attached for your review and information.

Staff is requesting that the Committee approve the job description and recommend authorization of the position subject to funding approval.

Please let me know if I can answer any questions.

Job Description
Public Information Officer

GENERAL DEFINITION OF WORK:

Under the direction of the County Administrator, the POI manages, coordinates and provides leadership for the County's public information and engagement initiatives. Performs specialized work involving the preparation, publication and distribution of multi-media materials and press releases for the County. Responsibilities include assisting in establishing and maintaining cooperative relationships with community representatives, employees, public interest groups and the media. Provides expert advice, consultation, training and facilitation to all levels of county management in developing and implementing communication strategies and public participation programs

TYPICAL TASKS

- Serves as primary county liaison to media, oversees and manages communications with the public, including local press, radio and television media.
- Coordinates responses by County departments, offices, and agencies in accordance with the Virginia Freedom of Information Act (FOIA) and, as appropriate, prepares responses to such inquiries.
- Plans and manages dissemination of information regarding county programs, services and general information to citizens, including oversight of the County's website and supervision of web content staff.
- Oversees and manages the development, writing, design, production and editing of programming for the County's cable channel.
- Assists county administration, constitutional officers and department heads in planning and arranging various promotional activities and special events including arranging press conferences for elected and appointed county officials.
- Works with the county administrative staff in the preparation of complex reports, executive summaries, speeches and correspondence, formulates message and articulates the County's response to sensitive, controversial community issues.
- Provides strategic and technical assistance to the County Administrator and elected officials relating to all aspects of public relations and the dissemination of public information.
- Works closely with public safety and emergency services departments and serves as the media representative for the Emergency Operations Center when activated.
- Develops and manages department budget.

KNOWLEDGE, SKILLS, AND ABILITIES

Extensive knowledge of modern principles and practices of public relations as applied to local government. Exceptional written and oral communication skills; proven ability to work effectively, productively, and diplomatically with and maintain effective working relationships with elected and appointed officials, employees, members of the media, community organizations, and citizens. Ability to perform under pressure and make effective presentations to civic/business organizations. Working knowledge of local government; including, criminal justice, emergency service systems, and FOIA. Substantial knowledge of word processing and web content management and computer graphics. Basic knowledge of television production and broadcast processes and techniques.

EDUCATION AND EXPERIENCE

Bachelor's degree in Public Administration, Public Relations, Communication, Journalism or English, or substantially similar field required. Minimum of five years of experience in designing and implementing community based information programs, editing and writing publications, preparing media releases.



County of Frederick Employee of the Month Nomination Form

Outstanding service can be demonstrated in many ways, but it always involves more than just good job performance. An employee can be outstanding for suggesting improvements that result in greater efficiency, improved service, or cost savings; for leadership in departmental activities, for the department's goals or for the goals of the county as a whole. Outstanding service includes job performance that clearly exceeds requirements.

The Board of Supervisors must discount generalities not supported by specific examples of activities which support the nomination. Remember, there is no way to know whether specifics are missing by accident or because they do not exist. If you believe an employee has made an outstanding contribution, give specific examples of what they have done.

Nominations are not judged on how well you write. However, they are judged on the facts presented.

Employee Name : Craig Grubb

Department: Information Technology

Nomination Submitted By: Walter Banks

Department: Information Technology

Nominator's Signature: Walter Banks

Digitally signed by Walter Banks,
DN: cn=Walter Banks, o=Frederick County, ou=IT Department, email=wbanks@frederick.va.us, c=US
Date: 2012.11.26 16:39:36 -0500

Date: 11/26/2012

Reason for Nomination (please be specific, precise, and definite):

Craig Grubb has demonstrated a positive attitude and competent skill over the past few months. Craig has worked under an incredible workload, without complaint and with such focus toward customer service. This focus was demonstrated as their department strength fell from a full staff of 5 to 2 members. His performance and service directly impacted the IT departments ability to accomplish a redesigned of its backup process, expedited several key servers to become virtualized and a new/more secure Firewall access configuration. His technology evaluation was critical in the review to the network layer 2/3 upgrade as well as the VoIP RFP. Because of this stellar service in October 2012 Craig was promoted to Network Technician and continues to support the county-wide IT needs. He recently helped Michelle with the hiring process for a new PC Technician, Bobby Williams. Craig has already taken the new tech under his wing by offering his assistance when needed. He truly is an asset to this department, and we would like to thank him for all his hard work.

HR Section: Received:

12/11/12

Emailed to HR Committee:

Feb EOM