

PUBLIC INFORMATION OFFICER

TOWN OF WELLESLEY

The Public Information Officer performs a variety of professional and responsible work to organize and manage the Town's strategic communications effort incorporating media broadcasts, written materials and social media trends and applications.

Reporting to the Executive Director, the Public Information Officer's primary responsibility is to provide public information, Town-wide news, event announcements, and operational program materials of general community interest via social media and traditional news outlets. The work requires conceptualizing, developing, and implementing media and advertising campaigns, marketing programs, and various special projects that positively represent the Town's operations, departments, and businesses.

The PIO maintains and improves the efficiency and effectiveness of all areas under his/her direction and control. Thorough knowledge of Town operations and the exercise of judgment and initiative in completing tasks, particularly in situations not clearly defined by precedent or procedures are required.

Minimum requirements include, but are not limited to: Bachelor's Degree in Communications, Journalism, Marketing, Business Administration or related field or equivalent; five to seven years of experience with communications, social networking and web site administration; excellent oral and written communication and grammatical skills; strong interpersonal skills and the ability to engage and form relationships with all stakeholders;; strong time management and organizational skills; attention to detail; and extensive social media and PC software knowledge including all MS Office, MS Publisher and other publishing/graphic software. Experience working in municipal government is a plus.

Anticipated hiring range is \$70,938 – \$86,702 with an excellent benefit package. To apply, submit a cover letter and resume to the Human Resources Department as a Word document or PDF to hr@wellesleyma.gov by May 27, 2022. EOE/AA