

<b>Job Title:</b>	Public Relations / PIO	<b>Job Category:</b>	Non-Exempt
<b>Department/Group:</b>	EMA	<b>Reports To:</b>	EMA Director
<b>Location:</b>	Fort Payne, AL	<b>Travel Required:</b>	Yes
<b>Level/Salary Range:</b>	Grade 8 Step 5 \$20.26	<b>Position Type:</b>	Fulltime
<b>HR Contact:</b>	Matt Sharp	<b>Date Posted:</b>	January 2, 2025
		<b>Posting Expires:</b>	January 25, 2025

**Application Available and Accepted by: DeKalb County Commission**

**EMAIL:**

msharp@dekalbcountyal.us  
Subject Line: EMA PR / PIO

**IN PERSON OR MAIL TO:**

DeKalb County Commission  
111 Grand Avenue, SW, Suite 200  
Fort Payne, AL 35967

**Job Description**

**ROLE AND RESPONSIBILITIES**

- Under the guidance of the EMA Director manage the following operations:
- Work with internal and external government, non-governmental, volunteer, charity-based, and emergency service partners to develop and maintain branding, promote EMA, promote agencies and their services, and promote special events partnership coordination.
- Work with elected and appointed officials, public safety agencies, volunteer agencies, faith-based groups and churches, non-profits, and non-governmental agencies to develop a collaborative information sharing network to form a Joint Information System for the sharing of important details concerning day-to-day emergencies and disaster information, determine information to be shared with internal and external stakeholders, and create public information statements and press releases in coordination with all involved stakeholders.
- Organize and manage press briefings, develop press releases, manage press inquiries and refer agency specific questions to the appropriate stakeholder(s)
- Develop and promote a Community Organizations Active in Disaster (COAD) campaign with community stakeholders including internal and external government, non-governmental, volunteer agencies, charity-based organizations, faith-based organizations, non-profits, emergency service partners, solicited and unsolicited volunteers, and the general public to enhance resiliency of DeKalb County and assist with response and recovery aspects of emergencies and disasters.
- Identify opportunities to expand partnerships with internal and external partners for disaster operation sponsorships
- Manage and enhance DeKalb County EMA social media presence, create engaging content based on the five mission areas of emergency management that will cause actions within the county population to prevent, protect, mitigate, response, and recover from disaster impacts.
- Serve as the Public Relations and Public Information Officer during EOC activations, manage public information releases to keep county populations informed about potential impacts, ongoing impacts, recommended life safety and property protection actions, disaster response operations, promote registration and coordination of disaster volunteers, provide disaster volunteer guidance by all available media options, conduct press briefings coordinating with all disaster response parties to provide adequate disaster related information to the public.

- Assist with office duties, answer telephones, create correspondents, assist with planning, assist with community outreach and education campaigns, assist with grant development, and other duties as assigned.

**QUALIFICATIONS AND EDUCATION REQUIREMENTS**

Associates Degree or education equivalent to an Associates Degree plus 10 years of experience in public relations, broadcasting, generating press materials, relationship building, event planning, promoting, influencing, internal and external communication management, coordinating and conducting press briefings and managing public information releases.

**PREFERRED EXPERIENCE**

- Branding
- Press Information Release
- Public Speaking
- Media Production
- Influencing
- Community Engagement
- Relationship Development
- Campaign Development and Management
- Social Media Development and Management
- Communication Planning
- Event Planning
- Spokesperson Experience

**ADDITIONAL NOTES**

Employee will serve as duty officer on a 7-day rotation with other staff for EOC activation and monitoring.  
Employee will serve as part of the on-call EOCC Activation Support Team.  
Employee is subject to mutual aid disaster deployments to support other emergency management agencies.