

MINIMUM INVESTMENT TIER 1 - \$145,348 - \$192,461 – 3 FTE

Public Information Office duties would be strictly focused on news releases, social media, and public information projects for Tier 1.

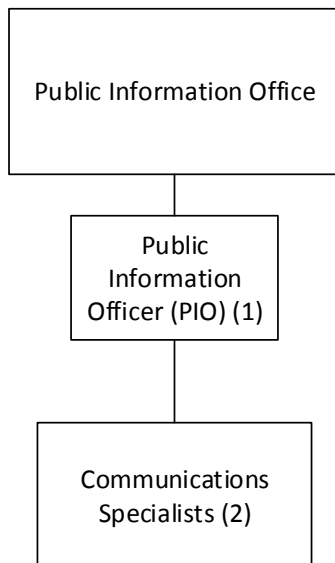
Social Media Platforms: Facebook, Twitter, Instagram, YouTube

Duties of Office:

- Social Media Management through Software – Additional Unknown Cost
- PIO Roles in Emergencies and Non-Emergencies
- Maintenance of Call Scripts for Citizens’ Information Center (CIC)
- News Releases
- Public Information Projects
- Public Event Coordination
- Coordination of Citizens Academy

New Position Titles	Descriptions
Public Information Officer (PIO)(\$56,908-\$75,337)	Craft strategies and campaigns to maintain or improve County’s Reputation and Credibility
Communications Specialists (2) (\$44,220-\$58,562)	Coordinating the design of promotional material and distributing in online and offline channels, Plan interviews and press conferences, Monitor website and social media pages and address customers’ queries,

Staffing Structure:



MODERATE INVESTMENT TIER 2 - \$230,252 - \$304,884 – 5 FTE

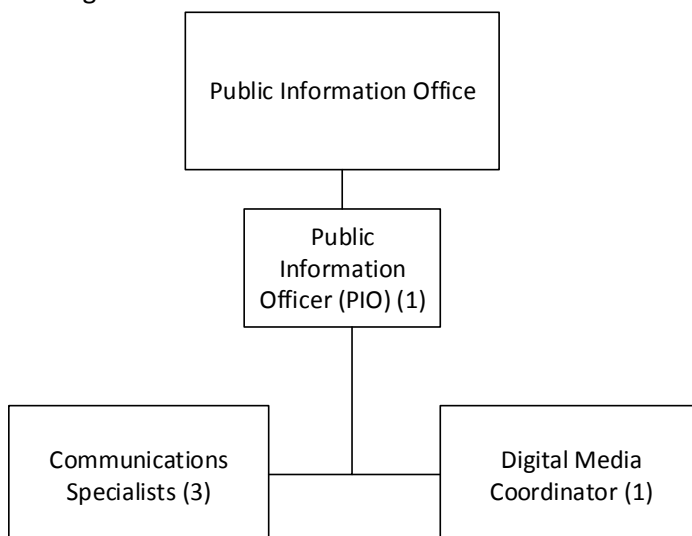
Social Media Platforms: Facebook, Twitter, Instagram, YouTube

Duties of Office:

- Social Media Management through Software – Additional Unknown Cost
- PIO Roles in Emergencies and Non-Emergencies
- Maintenance of Call Scripts for Citizens’ Information Center (CIC)
- News Releases
- Public Information Projects
- Public Event Coordination
- Coordination of Citizens Academy
- **Management of all Websites including ADA compliance**
- **After Hours and Weekend Management of all Social Media**
- **Ability to produce videos and clips for websites and social media**

New Position Titles	Descriptions
Public Information Officer (PIO)(\$56,908-\$75,337)	Craft strategies and campaigns to maintain or improve County’s Reputation and Credibility
Communications Specialists (3) (\$44,220-\$58,562)	Coordinating the design of promotional material and distributing in online and offline channels, Plan interviews and press conferences, Monitor website and social media pages and address customers’ queries, prepare talking points for officials
Digital Media Coordinator – (\$40,684-\$53,861)	Desktop publishing, which involves editing digital images, designing page layouts, and using electronic publishing software. Digital media coordinators are responsible for writing and posting content on the Internet and may need to know online marketing techniques like search engine optimization (SEO). Some specialize in niches such as video content.

Staffing Structure:



MAXIMUM INVESTMENT TIER 3 –\$336,372-\$446,446 – 12 FTE (net 7) included

Social Media Platforms: Facebook, Twitter, Instagram, YouTube

Duties of Office:

- Social Media Management through Software – Additional Unknown Cost
- PIO Roles in Emergencies and Non-Emergencies
- Maintenance of Call Scripts for Citizens’ Information Center (CIC)
- News Releases
- Public Information Projects
- Coordination of Citizens Academy
- Management of all Websites and ADA compliance
- After Hours and Weekend Management of all Social Media
- Ability to produce videos and clips for websites and social media
- **Public Records Requests**
- **Document Retention and Management**
- **Website Live Chat**
- **Monthly E-Newsletter and Real-time Email Distribution of County Happenings**

New Position Titles	Descriptions
Public Information Director (\$61,900-\$83,000)	Oversight of entire Public Information Office, Serves as backup to the PIO
Public Information Officer (PIO) (2) (\$56,908-\$75,337)	Craft strategies and campaigns to maintain or improve County’s Reputation and Credibility
Communications Specialists (4) (\$44,220-\$58,562)	Coordinating the design of promotional material and distributing in online and offline channels, Plans interviews and press conferences, Prepares information briefings, Monitor website and social media pages and address customers’ queries, Coordinating public appearances for organizational leaders, Dissemination of information to relevant parties
Digital Media Coordinator – (\$40,684-\$53,861)	Desktop publishing, which involves editing digital images, designing page layouts, and using electronic publishing software. Digital media coordinators are responsible for writing and posting content on the Internet and may need to know online marketing techniques like search engine optimization (SEO). Some specialize in niches such as video content.

Staffing Structure:

