

Public Information Officer – Roseville

Placer Mosquito and Vector Control District

The Placer Mosquito and Vector Control District is seeking a regular full-time Public Information Officer (PIO) to plan, implement, and manage the District's public relations, community outreach, and public information activities. This position serves as the primary District contact for media inquiries, public education, and strategic communication efforts related to vector control and public health. This is a career-track position with a local governmental public health agency based in Roseville, CA, serving all of Placer County.

Position Status: Regular, Full-Time

Application Deadline: Monday, February 16th at 11:59 p.m.

JOB DESCRIPTION

Public Information Officer (PIO)

The Public Information Officer will be responsible for developing, coordinating, and implementing strategic public relations, community outreach, and public information programs to educate the public about vector-borne diseases and the District's mission to protect public health. The PIO will work under the general direction of the District Manager and may supervise other District staff for assigned public outreach tasks.

This position requires excellent communication skills, creativity, and experience in media relations, marketing, and community engagement. The PIO serves as a key member of the District leadership team and works collaboratively across all operational departments.

All positions are based at District headquarters in Roseville, though occasional off-site work will be required throughout Placer County for outreach events and presentations.

Duties may include, but are not limited to, the following:

- Plan, implement, and evaluate public relations, communications, and outreach programs.
- Serve as the District's spokesperson and primary media contact.
- Write and distribute press releases, newsletters, educational materials, and social media content.
- Manage community engagement, including presentations to schools, civic groups, and public agencies.
- Coordinate District participation at community events, fairs, and workshops.
- Maintain and update the District's website and social media platforms.

- Collaborate with leadership on strategic communication initiatives and crisis communications.
- Prepare speeches, presentations, and other communications for District representatives.
- Assist in the development of multilingual educational materials to reach Placer County's diverse populations.
- Track communications program metrics, budgets, and program goals.
- Accept, review, and prepare responses to Public Records Act requests.
- Assist with District-wide initiatives such as strategic planning, safety programs, and special projects.
- Support front desk coverage and other duties as assigned.

Physical Requirements

Environmental Conditions:

- Primarily typical office environment; occasional outdoor work for events, fairs, and presentations.
- Possible exposure to outdoor environmental conditions including heat, sun, and uneven ground.

Mobility:

- Frequent sitting for extended periods at a computer or desk.
- Occasional standing, walking, bending, twisting, or squatting.

Lifting:

- Frequently up to 10 pounds; occasionally up to 30 pounds.

Vision/Dexterity:

- Constant use of vision for reading and computer work. Frequent hand use for typing and grasping materials.

Hearing/Talking:

- Frequent verbal communication in person, over the phone, and during presentations.

Emotional/Psychological:

- Frequent interaction with coworkers, public, and media. Requires flexibility and adaptability.

Minimum Qualifications

- **Education:** Bachelor's degree in marketing, journalism, public relations, communications, public health education, or a closely related field from an accredited college or university.
- **Experience:** Three (3) years of increasingly responsible professional experience in journalism, marketing, or public/community relations, including program management experience.
- **Licenses/Certifications:**
 - Valid California Class C driver's license and insurable by the District's carrier.
 - Must pass pre-employment physical, drug screening, and background check.
- **Other:** Must be able to obtain and maintain California Department of Public Health Vector Control Technician Certification in Categories A, B, C, and D.

Desired Qualifications:

- Master's degree in a related field.
- Bilingual (Spanish preferred).
- Experience working with public agencies.
- Familiarity with GIS systems (ArcGIS Online).
- Experience communicating scientific or technical information to public audiences.

Examination and Selection Process

Applications will be reviewed as they are received, and interviews will be scheduled during regular business hours (Monday through Friday, 7:00 a.m.–3:30 p.m.). Selection will be based on a combined assessment of application materials, oral interview, and references.

Terms of Employment

Salary: \$43.65-\$54.56/hour

Benefits include:

- CalPERS pension
- Medical, dental, and vision insurance
- Life and AD&D insurance

- Optional 457 deferred compensation
- 14 paid holidays per year
- 3 floating holidays
- 8 administrative leave days
- Paid vacation and sick leave

Work Schedule: Monday through Friday, 7:00 a.m.–3:30 p.m., with occasional evening or weekend work for events, presentations or emergencies.

Workers' compensation provided.

The District reserves the right to revise this description at its discretion. All qualified applicants will be considered without regard to race, color, national origin, religion, gender, or sexual orientation. Please contact the District at least five (5) working days before a scheduled examination or interview if you require accommodation in the examination or interview process.