



## PUBLIC INFORMATION OFFICER

City of Cambridge, Maryland

<b>Classification:</b>	Non-Exempt
<b>Pay Grade:</b>	9
<b>Pay Range:</b>	\$59,225 to \$73,000
<b>Benefits Summary:</b>	This is a full-time, benefited position with health insurance, a public pension, 13 paid holidays annually, vacation, sick leave, and more.
<b>Job Summary:</b>	The Public Information Officer (PIO) serves as the City of Cambridge's primary communications strategist and spokesperson, responsible for managing the City's public image, media relations, and community engagement. Serving under the City Manager, the PIO works closely with the City Manager, and department heads to ensure transparent, timely, and effective communication with residents, stakeholders, and the media. The PIO also plays a critical role in emergency communications, Freedom of Information Act (FOIA) compliance, and brand development for the city.

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### **POSITION DESCRIPTION:**

- Serve as the official communications liaison for the City, preparing and distributing press releases, social media content, and public statements.
- Develop and implement strategic communication plans to promote City initiatives, services, and events.
- Assist in responding to public records requests in accordance with the Maryland Public Information Act (FOIA), ensuring timely and accurate disclosure.
- Coordinate emergency communications during public safety incidents, natural disasters, or other urgent events, including after-hours response as needed.
- Manage the City's digital presence, including website updates, social media content, and email newsletters.
- Design and distribute public outreach materials such as brochures, surveys, and community updates.
- Lead initiatives to capture and analyze public sentiment to inform long-term communication strategies and policy direction.
- Build and maintain relationships with local media, civic organizations, and community
- Lead efforts to develop and strengthen the City's brand identity through consistent messaging and visual standards.
- Represent the City at public meetings, forums, and community events.
- Perform other duties as assigned.

**REQUIRE SKILLS/ABILITIES:**

- Excellent verbal and written communication skills with a proven ability to write in a journalistic style that is customary for external publications.
- Excellent interpersonal and collaboration skills.
- Excellent organizational skills and attention to detail.
- Excellent time management skills with a proven ability to meet deadlines.
- Proficient with Microsoft Office Suite or related software.

**MINIMUM QUALIFICATIONS:**

- Bachelor's degree in Communications, Journalism, Public Relations, Marketing, or a related field.
- At least two (3) years of professional experience in public relations, journalism, or a related field.
- Equivalent combinations of education and experience may be considered.

**WORKING CONDITIONS:**

- Prolonged periods of sitting at a desk and working on a computer.
- Requires the ability to perform the functions of the job, which are primarily indoors and moderately active in nature but requires occasional outdoor activities at building sites in all types of weather, including exposure to pollen and dust.
- Requires cardiovascular fitness to walk across properties, up and down flights of stairs daily at various locations and over varying terrain.
- Requires sufficient ambulatory ability to move about the office and outdoor field locations and to bend, stoop, reach, and climb.
- Requires the ability to alternatively sit and stand for sustained periods of time to observe construction and perform counter work.
- Requires near and far visual acuity to read reports, detailed maps, drawings, other printed material, computer screens, observe moving objects, and observe physical layouts.
- Requires manual and finger dexterity as well as hand-eye coordination to write and operate computers and other office equipment.
- Requires the ability to hear and communicate effectively.
- Requires the ability to lift, carry, push, and pull material and objects necessary to perform job functions, but not expected to exceed 25 pounds.

The above job description is not intended as, nor should it be construed as exhaustive of all responsibilities, skills, efforts, or working conditions associated with this job.

**LICENSE:**

Possession of or ability to obtain a valid "Class C" Maryland driver's license. A Driver's License is to be in good standing and acceptable to the City of Cambridge's insurance company.

**PRE-EMPLOYMENT:**

All employment offers are contingent upon successful completion of both a pre-employment drug test, and a LiveScan fingerprinting screening.

**PROBATIONARY PERIOD:**

All City of Cambridge employees are subject to a one-year probationary period provision as specified in the employee handbook. Probationary, temporary, provisional, and seasonal employees serve at the pleasure of the City and are "At-Will."

**OTHER:**

The above job description is not intended as, nor should it be construed as exhaustive of all responsibilities, skills, efforts, or working conditions associated with this job. Reasonable accommodation may be provided to enable qualified individuals with disabilities to perform the essential functions of this job.

I, \_\_\_\_\_, understand the job duties and  
(Print Name)  
responsibilities. I can perform these job duties and requirements without the need for reasonable accommodation.

I, \_\_\_\_\_, understand the job duties and  
(Print Name)  
responsibilities. I can perform these job duties and requirements with the following reasonable accommodations detailed below on the next page.

**Requested Reasonable Accommodations:** *(Please attach if requesting)*

\_\_\_\_\_  
Signature of Position Holder

\_\_\_\_\_  
Date

\_\_\_\_\_  
Supervisor

\_\_\_\_\_  
Date

\_\_\_\_\_  
Director of Administrative Services

\_\_\_\_\_  
Date