



Public Information Officer

The Baltimore City Health Department (BCHD) seeks an innovative and entrepreneurial individual to serve as **Public Information Officer (PIO)**.

Candidates must possess exceptional communication skills, and a proven ability to work in a fast-moving environment, as they will be responsible for successfully utilizing emerging technologies along with traditional media sources to help communicate BCHD messages and promote BCHD's vision and programs to Baltimore City and to national/international audiences.

Founded in 1793, BCHD is the oldest continuously operating health department in the country, with approximately 1,000 employees and an annual budget of nearly \$130 million that aims to promote health, eliminate disparities, and improve well-being through education, advocacy, and direct service delivery. BCHD's wide-ranging responsibilities include maternal and child health, youth wellness, school health, senior services, animal control, restaurant inspections, emergency preparedness, STI/HIV treatment, and acute and chronic disease prevention.

Under the leadership of Commissioner Dr. Leana Wen and a dynamic team, BCHD has taken a transformative role in service provision, policy advocacy, and media outreach. BCHD has been profiled regularly in the *New York Times*, *Washington Post*, ABC News, MSNBC, PBS, CNN, *USA Today*, among other leading outlets, with multiple weekly features in local Baltimore media.

The PIO will work together with the Communications Director to promote public health in Baltimore and communicate BCHD messages to media outlets.

This is a once in a lifetime opportunity to be part of a team of dedicated public servants who want to have an immediate and lasting impact on their community.

Duties & Responsibilities:




The Public Information Officer is responsible for:

- Directing our local media outreach strategy, including:



Catherine E. Pugh, Mayor, City of Baltimore
Leana Wen, M.D., M.Sc., Commissioner of Health

Updated Month/Year

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@DrLeanaWen 
@BaltimoreHealth 
health.baltimorecity.gov

- Developing a strategic plan for media outreach that includes short, medium, and long-term pitches for BCHD
- Developing and maintaining an outreach list for media and creating opportunities for media outreach
- Devising and implementing innovative solutions to media outreach including documentaries, video, and podcasts
- Organizing the work of the Communications team in close coordination with the Health Commissioner's mission; this includes working with program leads, fellows, and recruiting for and directing Communications Interns.
- Overseeing strategic messaging for BCHD's social media presence, including:
 - Creating content for regular postings on the agency's social media platforms including, but not limited to, Facebook, Twitter, Instagram, and You Tube.
 - Developing a list of daily health-related social media messages appropriate for Baltimore City audience (i.e. tied to health observances, topics in the news, etc.)
 - Working with program-level staff to develop social media messages specific to BCHD programs and services.
 - Ongoing evaluation and measurement of BCHD social media platforms.
 - Assisting with messaging creation, development and execution on the social media accounts for BCHD partners, i.e. B'more for Healthy Babies.
- Works with the Communications Director by:
 - Developing a media outreach strategy that includes short, medium, and long-term pitches for BCHD
 - Serving as a secondary national media contact for the agency.
 - Serving as a back-up to the Communication Director when he/she is unavailable.
 - Assisting with development of news releases, backgrounders, talking points, fact sheets, statements, letters to the editor, opinion pieces, blog posts, newsletter stories and other editorial content as needed.
 - Daily monitoring of the BCHD general email box and triaging / delegating/responding to messages as needed.
 - Preparing and disseminating BCHD organization wide "blast" emails at the direction of the Health Commissioner.
 - Attending events to provide communication support for the Health Commissioner as requested.
 - Serving as webmaster for the BCHD website, health.baltimorecity.gov and coordinating with program staff to make regular content additions/changes.
 - Coordinating audio/visual related needs and projects for BCHD.
 - Writing and disseminating a weekly BCHD internal/external newsletter.

Minimum Qualifications:

- A bachelor's degree from an accredited college or university in media/communications, health communications, journalism, public health, or related fields.
- A minimum of one (1) year of national media relations / public relations / communications experience.
- Excellent oral, written, and proofreading skills.
- Exceptional and proven ability to work successfully in extremely time-limited, high-pressure environments.
- Understanding of print, broadcast and online media, and proficiency with social media.
- Familiarity with local and national media outlets.
- Ability to consistently manage and meet competing deadlines.
- Must be able to take initiative and handle multiple priorities simultaneously.
- Professional demeanor and ability to effectively work with all levels of agency and City personnel, media, and general public.
- Vision, flexibility, enthusiasm, creativity, and sense of urgency necessary to achieve the successful implementation of BCHD's strategic mission.
- Knowledge of Microsoft Word, PowerPoint and Excel programs.

Salary is commensurate with education and experience, and includes an excellent benefits package.

Interested candidates should submit a cover letter, brief writing sample, and resume specifically addressing the applicant's experience relevant to the position to:

Baltimore City Health Department
1001 E. Fayette Street
Baltimore, Maryland 21202
Kathleen.Goodwin@baltimorecity.gov

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