

Public Information Officer

The position works closely with the Director and Deputy Director of HCFA Communications and Employee Relations. This Division is responsible for internal and external communications including media relations, press releases, presentations, informational materials, intranet and Website copy and design, employee newsletters, external newsletters, social media, and videos. In addition, the Division is responsible for Human Resources, Administrative Services, and some legal operations within HCFA. The Public Information Officer will primarily be involved in communications related tasks and activities.

Job Description

Individuals in this position will work with local and national media responding to requests for information, providing statements in response to media inquiries as well as coordinating or conducting interviews. In addition to media responsibilities, this individual will serve as the liaison between different divisions within the agency providing communication services such as drafting and/or editing of materials, coordinating between other state agencies and coordinating with members of the agency executive staff. Other tasks include perform and monitor public relations efforts for the agency such as drafting and distributing press releases, monitoring and updating social media platforms and updating Website content. Support internal communication efforts within the agency between executive staff and employees.

Required skills include:

Excellent writing and editing skills

Knowledgeable with AP Style

Proficient with social media platforms such as Facebook and Twitter

Willing to speak with media either on the phone and/or on-camera

Proficient in PowerPoint and Excel

Additional skills or interests may include:

Some knowledge in programs such as Publisher, Adobe InDesign, Illustrator, Photoshop, etc.

Some knowledge or experience with coding (i.e. HTML)

Interest in organizational/employee wellness activities and programs

Education and experience

Interested candidates must have a post-secondary degree. Educational background could include, but not limited to, political science, public administration, public relations, communications.

Candidates with experience in media relations, public relations/affairs, and communication are desirable.

Qualified candidates should send their cover letter, resume and a writing sample to Sarah.Tanksley@tn.gov