



## FIRST THINGS FIRST

### **PUBLIC INFORMATION OFFICER III**

First Things First (FTF), also known as the Arizona Early Childhood Development and Health Board, is a public agency that exists to increase the quality of, and access to, the early childhood development and health system that ensures a child entering school comes healthy and ready to succeed. Passed by voter initiative in 2006, First Things First operates through a tax on tobacco products. Governed by a State Board and Regional Partnership Councils, First Things First is a decentralized organization that engages diverse constituencies to accomplish its mission. Organizational values include a focus on accountability, transparency, coordination, collaboration and on the outcomes that will ensure young children start kindergarten ready for school and life. First Things First acts in accordance with our Beliefs, Actions and Performance statements, which are attached.

#### **Job Summary:**

Under the direction of the Vice President, Communications & Public Affairs, the Public Information Officer (PIO) will contribute to the development of and support implementation of key elements of an integrated strategic communications plan to broaden public awareness of the organization's purpose, priorities and programs; cultivate and enhance meaningful relationships with targeted, high-level external audiences including the media; actively engage, cultivate and manage local/state/national media relationships to ensure coverage surrounding the organization's priorities, programs, research, special events, public announcements and other projects; produce high-quality content regarding early childhood and First Things First for a variety of publications and media channels; and, respond to information and assistance requests from internal and external stakeholders. After the Vice President, the PIO is the secondary media spokesperson for the organization.

#### **Distinguishing Characteristics:**

The ideal candidate will enthusiastically support the vision and mission of First Things First and possess the personal qualities of integrity and credibility. She/he will have the proven ability to work within teams to accomplish multiple tasks and keep multiple projects organized and progressing. She/he will be able to appropriately and effectively communicate across a variety

of mediums; be flexible, resourceful and able to react quickly to unexpected change; and, be able to translate complex information into engaging, impactful messages.

**Typical Duties and Responsibilities:**

Under the guidance of the Vice President, Communications & Public Affairs:

- Create and implement FTF's earned media plan, including coordination with staff in offices statewide to support local efforts.
- Oversee development all of organization's print communications.
- Write/edit/adapt editorial content for a variety of publications and digital platforms.
- Coordinate with graphic designer and agency consultants in integrating written content into final designed media.
- Interact and represent the organization with internal and external customers including regional council members, staff, state agency representatives, contractors and outside vendors.
- Other duties as assigned.

**Qualifications:**

- 5 -7 years demonstrated experience in Communications, Journalism, Public Relations, or a related field
- Proven understanding of social media forums and strategies to enhance department presence on these sites
- Experience adapting written and oral messaging for a wide range of audiences
- Knowledge of the roles and functions of print and broadcast reporters
- Excellent writing techniques
- Strong verbal and written communication skills, including public speaking and familiarity with Associated Press content style
- Media relations experience preferred
- Photography and videography experience preferred
- Bilingual in Spanish a plus

Review of resumes will begin on September 9, 2014 and continue until the position is filled. For consideration please submit your cover letter, comprehensive resume and three professional references to:

[www.AZSTATEJOBS.gov](http://www.AZSTATEJOBS.gov)

In the AZ State Personnel System, the position is classified as a Grade 21 and has a hiring range of \$55,000 to \$70,000. The position is not covered under the State of Arizona Merit system rules. The State of Arizona offers an outstanding comprehensive benefits package.

# OUR BELIEFS, ACTIONS & PERFORMANCE

## **We Believe, in order for First Things First to live our Vision, Mission and Values, we:**

- Respect diverse contributions and perspectives as being fundamental to our success;
- Demonstrate individual and collective responsibility by fulfilling our commitments and excelling in our performance; and,
- Conduct ourselves with personal and professional integrity, acting at all times in ways that bring respect and honor to each other, our work and our organization.

## **We Act on our commitment to create positive outcomes for Arizona's young children through:**

- Efficient and effective stewardship of resources;
- Comprehensive systems approach and organizational planning that focus on clear priorities, realistic expectations and vigorous assessment;
- Open, honest and clear channels of communication that foster trust;
- Continuous inquiry, learning and reflection;
- Coordination and leadership by volunteers, state, local and tribal partners and advocates; and,
- Acknowledgment of and honor for the sovereignty of tribal governments in our work.

## **We Perform in a manner that:**

- Empowers employees' mutual respect, teamwork and ethical behavior;
- Encourages innovation, promotes excellence and creative problem solving;
- Cultivates staff development, provides feedback and reflection on performance, and celebrates success;
- Responds to the evolving nature of our work with flexibility and adaptability; and,
- Creates a positive atmosphere and promotes a healthy work environment and life balance.



**FIRST THINGS FIRST**

*Ready for School. Set for Life.*