



## **CAREER OPPORTUNITY: PUBLIC INFORMATION OFFICER (PIO) & DIRECTOR OF COMMUNICATIONS**

Salary Min|Max \$116,735 | \$174,655

**APPLICATION SUBMISSION DEADLINE: November 15, 2024 or until filled**  
**THE OXNARD HARBOR DISTRICT, WHICH OWNS THE PORT OF HUENEME, IS SEEKING INTERESTED CANDIDATES TO FILL THE POSITION OF PIO & DIRECTOR OF COMMUNICATIONS FOR THE PORT. ANY INDIVIDUAL WITH AN INTEREST IN BEING CONSIDERED FOR THIS POSITION WILL NEED TO APPLY.**

### **APPLICATION SUBMISSION REQUIREMENTS:**

- 1) **COVER LETTER (including desired Salary)**
- 2) **FULLY COMPLETED** Oxnard Harbor District Employment Application Form (*on Port's website*)
- 3) **RESUME** (with employment history and significant accomplishments)
- 4) **REFERENCES** (Submit two (2) Professional and two (2) Personal references)

**HOW TO APPLY: Applications will be accepted via one (1) of the following two (2) methods.**

- **BY EMAIL (attach all documents in a single combined PDF format in order as 1-4 above):**

HR@portofh.org (Important: Email Subject Line to read *exactly* as follows ;)  
HR-PIO & Director of Communications

OR.....

- **BY US. POSTAL SERVICE:**

**THE PORT OF HUENEME  
PIO & Director of Communications  
Attn: #345 HR-RECRUITMENT  
567 West Channel Islands Blvd.  
Port Hueneme, CA 93041**

<b>POSITION TITLE:</b>	Public Information Officer (PIO) & Director of Communications
<b>DEPARTMENT:</b>	Commercial & Public Affairs
<b>SALARY MIN   MAX</b>	\$116,735   \$174,655
<b>POSITION DESCRIPTION</b>	
<p><b><u>MISSION</u></b>                  The Public Information Officer (PIO) and Director of Communications is dedicated to fostering transparent, effective communication between the commercial Port and its stakeholders, including the community, government agencies, and the maritime industry.</p> <p><b><u>GENERAL PURPOSE</u></b>                  The Public Information Officer (PIO) &amp; Director of Communications at the Port of Hueneme is A Full Time in person position that is responsible for developing, managing, and disseminating information to the public, media, Commissioners, and stakeholders. The PIO &amp; Director of Communications will develop and implement communication strategies to enhance the Port’s public image and lead the strategic development and execution of brand marketing initiatives to enhance the visibility and reputation of the Port of Hueneme. The PIO &amp; Director of Communications will also play a key role in engagement with and support of the CEO and Board of Harbor Commissioners at public events. This role requires a highly dynamic and savvy leader with a deep understanding of public communications, brand management, and modern marketing and media strategies.</p>	
<b>ESSENTIAL DUTIES AND RESPONSIBILITIES OF THE POSITION:</b>	
<p><b><u>GENERAL JOB DESCRIPTION/KEY RESPONSIBILITIES</u></b></p> <p>The PIO &amp; Director of Communications represents the Oxnard Harbor District at a Director level. Roles and responsibilities include, but are not limited to, the following essential functions:</p> <ul style="list-style-type: none"> <li>• <b>Public Relations and Communication Strategy:</b> <ul style="list-style-type: none"> <li>○ Develop and implement communication plans to inform the public about Port activities, projects, and initiatives. Utilize various channels including social media, newsletters, and the Port’s website. Oversee public relations efforts to enhance the Port’s image and manage its reputation.</li> <li>○ Develop and implement communication strategies to effectively convey the Port’s brand message to various audiences.</li> <li>○ Participate in and support the CEO and Board of Harbor Commissioners at Public Events.</li> <li>○ Prepare speeches and speaking points for the CEO &amp; Board of Harbor Commissioners.</li> </ul> </li> <li>• <b>Marketing Campaigns:</b> <ul style="list-style-type: none"> <li>○ Lead the planning, creative development, and execution of impactful marketing campaigns across various channels, including digital, social media, print, and events.</li> <li>○ Collaborate with internal teams and external agencies to produce high-quality marketing materials that resonate with target audiences.</li> </ul> </li> </ul>	

- **Market Research and Analysis:**
  - Conduct market research to identify trends, opportunities, and competitive insights.
  - Analyze campaign performance and market data to inform strategic decisions and optimize marketing efforts.
- **Media Relations:**
  - Serve as the primary contact for media inquiries. Prepare and distribute press releases, organize press conferences, and manage media relations
- **Crisis Communication:**
  - Act as the Port spokesperson during emergencies or crises. Provide accurate and timely information to the public and media.
- **General Content Creation:**
  - Produce high-quality content for press releases, speeches, presentations, social media posts, and other communication mediums.
- **Monitoring and Reporting:**
  - Monitor media coverage and public perception. Prepare reports on communication activities and outcomes.
- **Internal Communication:**
  - Collaborate with internal departments to ensure consistent messaging and information flow within the organization.
- **Schedule:**
  - Must be available to work evenings, weekends, and travel as needed to fulfill Public Information Officer (PIO) and Director of Communication duties.
- Performs other duties as assigned by the CEO & Port Director.

**DEPARTMENT REQUIREMENTS**

- Provides leadership and works with staff to create a high performing, service-oriented work environment that supports the Oxnard Harbor District’s mission, objectives, and service expectations; provides leadership and participates in programs and activities that promote inclusion and a positive employee relations environment.

**QUALIFICATIONS**

**SKILLS:**

- Strong public speaking skills.
- Strong interpersonal skills and the ability to build relationships with diverse groups.
- Excellent written and verbal communication skills.
- Ability to work in a fast-paced, dynamic environment and manage multiple projects simultaneously.
- Strong organizational and project management abilities.
- Proficiency in social media platforms and digital communication tools.
- Ability to work under pressure and handle multiple tasks simultaneously.
- Excellent strategic thinking, analytical, and problem-solving skills.

**MINIMUM REQUIREMENTS**

**Education,**

- Education: Bachelor's Degree in Communications, Public Relations, Marketing, Journalism, or a related field preferred.

**Experience:**

- Minimum of 5-10 years of experience in public communications and/or brand marketing, with a proven track record of success.
- Experience as a people manager preferred.

**Preferred Qualifications:**

- Experience in crisis communication
- Familiarity with the maritime industry and Port operations.
- Bilingual abilities (Spanish/English) are desirable.

**Licenses; Certificates; Special Requirements:**

- Possession of a valid California driver's license and the ability to drive District vehicles.