



MAYOR'S OFFICE

Public Information Officer

Salary: \$62,472-\$67,622

Type: Fulltime

Benefits: Full Benefits

Date Posted: 2/12/2026

About the Mayor's Office

The Mayor's Office serves as a liaison between the Salisbury community and City administration, and provides administrative support to the Mayor, City Administrator, and Deputy City Administrator. Mayor's Office staff oversee the appointment process for all City boards and commissions, as well as internal and external communications.

Profile

The Public Information Officer (PIO) performs advanced office administrative and communications work to manage the City's public information functions, including oversight of the Maryland Public Information Act (MPIA) request intake and coordination process. Working under the direction of the Mayor and City Administrator, the PIO collaborates closely with the Director of Communications to deliver accurate, timely, and consistent messaging while supporting the day-to-day office operations of the Mayor's Office.

Education

Bachelor's degree in communications, information science, business administration, professional writing or a related field.

Experience

At least three years of experience or equivalent training and experience.

Experience coordinating public records/MPIA/FOIA-type requests or records management is strongly preferred

Requirements/Certifications

Valid Driver's License

How to Apply

1 Visit salisbury.md/apply

2 Submit City application, cover letter, and resume

Studies have shown that women and people of color are less likely to apply for jobs unless they believe they can perform every job description task. We are most interested in finding the best candidate for the job, and that candidate may come from a less traditional background. The City may consider an equivalent combination of knowledge, skills, education, and experience to meet minimum qualifications. If you are interested in applying, we encourage you to think broadly about your background and skill set for the role. Jobs will be posted for a minimum of 2 weeks.

City of Salisbury, MD

Classification Description

Classification Title: Public Information Officer

Grade: G11

Department: Mayor's Office

FLSA Status: E

Date: 2/12/2026

Position Profile: The Public Information Officer (PIO) performs advanced office administrative and communications work to manage the City's public information functions, including oversight of the Maryland Public Information Act (MPIA) request intake and coordination process. Working under the direction of the Mayor and City Administrator, the PIO collaborates closely with the Director of Communications to deliver accurate, timely, and consistent messaging while supporting the day-to-day office operations of the Mayor's Office.

Duties and Responsibilities

Administrative Management: Performs a variety of administrative and professional duties to support the Mayor's Office.

- Provide front-office administrative support, including greeting visitors, managing appointments, and coordinating internal and external communications.
- Provide back-up support for incoming phone calls, ensuring timely, professional responses and appropriate routing of inquiries.
- Assist to manage the Mayor and City Administrator's calendars, schedule meetings with internal/external stakeholders, prepare briefing materials and coordinate logistics (rooms, IT/AV, agendas, attendance and follow-up actions).
- In collaboration with the Director of Communications, schedules and prepares for press conference, ribbon cuttings and other City events where the mayor and/or Administration are involved.
- Oversee the intake, coordination, and timely response to all MPIA requests in compliance with state law and city policy.
- This role collaborates closely with department leadership and legal to gather and verify information, develop clear public communications, and maintain a professional, responsive interface with residents and stakeholders.
- Keeps informed on best practices by attending workshops, reviewing publications, and participating in professional development.

Skills Proficiency/Strategic Planning: Have knowledge of principles and practices of personnel administration as well as, effectively and efficiently organize and track department records.

- Maintains knowledge of City policies, procedures, and departmental operations.
- Use desktop publishing, graphic design, and Microsoft Office Suite software proficiently.

- Effectively prioritizes tasks and manages multiple deadlines while maintaining attention to detail.
- Maintains confidentiality and exercises sound judgment in all communications. Ability to make recommendations to effectively resolve problems or issues by using judgment that is consistent with standard practices, policies, procedures, regulations, or government law.

Leadership/Team Leader: Supports Mayor's Office communications and coordinates requests consistent with Citywide communications standards.

- Directs the activities of production, circulation, and promotion for public information materials.
- Works collaboratively with City departments to ensure consistent and coordinated messaging.
- Guides interns and support staff involved in operations in the Mayor's Office. May provide day-to-day task directions.
- Attend City council meetings and other community events as requested. Occasional evening/weekend work may be required.
- Triage media inquiries received by the Mayor's Office and route to the Director of Communications; maintain a log of inquiries and outcomes as needed.

Stewardship/Financial: Performs administrative duties to include maintaining and tracking department records, updates files, and assists with data collection.

- Maintains office inventory and orders supplies as needed
- Prepares time sheets for payroll and serves as liaison with other agencies and organizations
- Maintains department records ensuring compliance with the requirements for record retention including, but not limited to, vendor and procurement documentation.
- Participates in the management of department budget. Monitors and reviews expenditures within the budget.
- Stamps, codes and inputs invoices and purchase card statements for the Mayor's Office.

Development/Leadership Development: Oversees the MPIA process.

- Keeps informed on best practices and current requirements related to MPIA/records compliance, executive administration and public communications through training, workshops and professional reading.

Performance Expectations

- **Communication:** Articulates ideas clearly and effectively to internal and external audiences.
- **Work Ethic:** Demonstrates accountability, professionalism, and ethical conduct.
- **Teamwork:** Builds collaborative relationships with colleagues, media, and the public.
- **Problem Solving:** Identifies and implements solutions to communication challenges creatively and efficiently.
- **Initiative:** Proactively develops and improves public outreach strategies and media relations efforts.

Education and Experience

- Bachelor's degree in communications, information science, business administration, professional writing or a related field.
- At least three years of experience or equivalent training and experience.
- Experience coordinating public records/MPIA/FOIA-type requests or records management is strongly preferred.
- Valid driver's license required.

Physical Requirements

- Work requires no unusual demand of physical effort.
- Work environment involves everyday risks or discomforts which require normal safety precautions typical of such places as offices or meeting and training rooms, e.g., use of safe workplace practices with office equipment, avoidance of trips and falls, and observance of fire and building safety regulations.

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 accommodations may be made to enable qualified individuals with disabilities to perform the essential functions of this job.