



**COUNTY OF RIVERSIDE  
REGIONAL PARK & OPEN-SPACE DISTRICT**

**POSITION:** Public Info. Specialist      **Date:** 3/24/2023      **REQ ID:** 32585

**CANDIDATE:**                      **INTERVIEWER:**                      **Final Score:** \_\_\_\_\_

**Score Scale:**

1. No evidence or very weak evidence of required skills, abilities, and experience.
2. Limited evidence of required skills, abilities, and experience.
3. Satisfactory evidence of required skills, abilities, and experience.
4. Strong evidence of required skills, abilities, and experience.
5. Very strong evidence of required skills, abilities, and experience.

<b>Score</b>	<b>#</b>	<b>Question</b>
1	1.	Please take a few minutes and tell us about yourself and how your experience has prepared you for the Public Information Specialist position.
2		
3		
4		
5		

Score	#	Question
<p style="text-align: center;">1</p> <p style="text-align: center;">2</p> <p style="text-align: center;">3</p> <p style="text-align: center;">4</p> <p style="text-align: center;">5</p>	2.	<p>The Public Information Specialist will be required to write press releases, blogs, and various reports. Describe your experience with creating written material.</p>
<p style="text-align: center;">1</p> <p style="text-align: center;">2</p> <p style="text-align: center;">3</p> <p style="text-align: center;">4</p> <p style="text-align: center;">5</p>	3.	<p>This position will be heavily involved with managing a new website and social media content for the District. Please describe your experience and proficiency with developing websites and managing social media accounts, including creating content and designing website pages.</p>

Score	#	Question
1 2 3 4 5	4.	Share an example of a time a communication exchange with the media/public that was not received as expected. What did you learn? What would you do differently?
1 2 3 4 5	5.	How would you identify and develop stories about RivCoParks that will be of interest to the public? How would you get them published or trending?

Score	#	Question
1 2 3 4 5	6.	Share an experience where you identified a target group or audience and successfully implemented a communication plan specific to them. What was your strategy?
1 2 3 4 5	7.	Mainstream media is ever changing, how do you integrate social media into communication plans? What tools do you find to be most effective?

Score	#	Question
<p>1</p> <p>2</p> <p>3</p> <p>4</p> <p>5</p>	8.	<p>The County of Riverside is comprised of a diverse population. Describe how you will implement diversity, equity, inclusion, and accessibility into your marketing plan or communication strategy.</p>
<p>1</p> <p>2</p> <p>3</p> <p>4</p> <p>5</p>	9.	<p>This role will lead and assist with the development of public-facing and internal-facing websites, social media, website analytics, form design, graphic design, and marketing campaigns. Tell us about your experience in leading such efforts and number of years of experience.</p>

