

POSSIBLE PIM ROLES AND DESCRIPTIONS

Public Information Manager – Readiness

Before an emergency, the readiness functions of this role are usually carried out by someone in the emergency management office (EMO), or by a senior member of the local authority's communications and marketing team. They are responsible for carrying out the preparations required so that public information can be managed effectively during and following an emergency. This includes carrying out the functions described in Section 3 *PIM Readiness tasks* in the document *Public Information Management Director's Guideline*, which are:

- gathering information
- fostering relationships
- planning and setting up for PIM
- developing processes and supporting documentation, and
- organising training and development.

Public Information Manager – Response and recovery

In an emergency, the appointed Public Information Manager is responsible for carrying out the functions described in Section 4 *PIM Response and recovery tasks* in the document *Public Information Management Director's Guideline* including:

- managing the media
- issuing public information to the community and managing community relations
- managing the public information team, workspaces, and resources
- liaising with the public enquiry helpline, and information points
- organising media site visits
- activating the PIM team after consultation with the Group Controller
- liaising with the Controller/Recovery Manager
- liaising with ECC/EOC managers (Operations, Planning, Intelligence, Logistics, Welfare, and Lifelines) to gather and share information, and
- supporting and advising the spokesperson.

Media Liaison

The responsibilities of media liaison role include:

- assisting the PIM Manager in all tasks
- gathering information from all available sources, checking authenticity, writing news releases, and distributing and publishing them (after authorisation by the PIM Manager)
- monitoring media coverage
- organising news conferences
- briefing all media, and
- managing images (e.g. photographs, moving footage).

Social Media Coordinator

The responsibilities of the social media coordinator include:

- posting current accurate messages through social media
- monitoring feedback on social media, recording it, and passing it on to the PIM Manager, and
- posting information to counter any misinformation.

Website Coordinator

The responsibilities of the website coordinator include:

- posting emergency information onto the local authority's CDEM website or web page
- ensuring that all website information is:
 - accurate and up-to-date
 - easily understood by the target audiences, and
 - available in formats that support accessible information.

Administrator

The administrator may be shared with other CDEM functions at the ECC/EOC.

The administrator's responsibilities include:

- managing PIM team rosters
- checking the accreditation of media representatives
- keeping an on-going record of all media present
- helping to prepare and disseminate material for the media, and
- providing administrative support to the PIM Manager and other PIM personnel.

Spokesperson

As the Controller needs to focus on operations, particularly during major emergencies, it is best if a spokesperson is assigned to speak on the Controller's behalf. This person is likely to be the mayor, or another elected representative of the community.

Possible spokespeople available to give interviews to the media need to be identified by PIM Manager in consultation with the Controller before an emergency. They need to:

- have an authoritative presence giving interviews
- be knowledgeable in the technical aspects of the emergency
- know what is being done in terms of emergency response, and
- have a mandate to speak on behalf of the community, such as a senior local politician.

It is important that these people are identified in advance (and their contact details recorded) so that they can be briefed on their role (usually by the GEMO Manager or Controller) and, if necessary, trained in media interview techniques.

There may be other spokespeople to consider, such as scientific experts, to speak on particular aspects of an emergency.

When the Controller is the most appropriate spokesperson, the Controller's operational duties need to be delegated while they are acting as spokesperson.

Helpline and information point liaison

The responsibilities of the helpline and information point liaison include:

- forwarding accurate and up-to-date information in useful formats and mediums to the Helpline Manager and information point Liaison personnel, and
- recording and passing on feedback from the Helpline and information points.