



Public Information Officer

SUMMARY

The position of Public Information Officer is an appointed position by the Town Manager. The individual in this position works receives all direction and supervision from the Town Manager. The Public Information Officer shall be responsible for providing staff assistance by communicating between municipal government and the community in assuring that public expectations are met with regard to services and programs provided by the Town.

SUPERVISION RECEIVED AND EXERCISED

Receives general direction from the Town Manager. Exercises direction and supervision over professional, technical, and clerical staff.

ESSENTIAL FUNCTIONS -- *Essential functions, as defined under the Americans with Disabilities Act, may include any of the following representative duties, knowledge, and skills. This list is ILLUSTRATIVE ONLY and is not a comprehensive listing of all functions and duties performed by incumbents of this class. Employees are required to be in attendance and prepared to begin work at their assigned work location on the specified days and hours. Factors such as regular attendance at the job are not routinely listed in job descriptions but are an essential function. Management reserves the right to add, modify, change or rescind the work assignments of different positions and to make reasonable accommodations so that qualified employees can perform the essential functions of the job. Essential duties and responsibilities **may** include, but are not limited to, the following:*

- Develops, maintains and monitors an effective community relations program.
- Facilitates the development of strategies for addressing issues.
- Develops effective public relations through the use of photo, social media and video content.
- Implements branding and marketing plan for the town; creates marketing material distribution strategies.
- Presents solutions to problems before citizens or public groups.
- Develops information for news media to keep citizens informed on Town programs and community projects.
- Investigates complaints and attempts to resolve conflicts and improve understanding through instruction and education.
- Provides periodic reports relative to the efficiency and effectiveness of community relations programs and maintaining such records.
- Assists in determining the best method to disseminate information.
- Conducts polls and surveys periodically to determine attitudes of citizens on a variety of subjects.
- Conducts programs of media relations on behalf of the Town.
- Advises employees on community relations and conduct with the media.
- Develops and coordinates various Town and employee newsletters and publications.
- Develops and distributes routine media information releases and public service announcements.

- Prepares special mailings concerning critical issues.
- Serves as liaison with other broad based community organizations and public agencies to coordinate public information gathering and distribution.
- Participates on various committees and task forces as assigned.
- Preparation of speeches for the Mayor and Town Council.
- Serves as the public information officer during emergency operations.
- Attends meetings.
- Performs other duties as assigned.

MINIMUM QUALIFICATIONS

Education, Training, and Experience Guidelines

An equivalent combination of training and experience that would provide the required knowledge, skills and abilities may be considered. A typical way to obtain the required qualifications would be:

Graduation from an accredited college or university with a Bachelor's Degree in journalism, communications, OR a related field with course work in public administration, business administration or political science; and two (2) years of progressively responsible public relations experience.

LICENSE AND CERTIFICATION REQUIREMENTS

- Valid California class C driver's license with satisfactory driving record and automobile insurance.

Knowledge of:

- Local government administration.
- Principles and practices of public administration.
- Research techniques, sources of information, and methods of report presentation.
- Methods of planning, coordinating, and implementing an effective public information/relations program.
- Methods and techniques used in planning press conferences.
- Techniques in developing and producing audio-visual presentations.
- Styles and techniques in speech writing, advertising, copy writing and media communications.
- Methods and techniques for evaluating the effectiveness of programs and public information/relation activities.
- Writing, composition, layout and production of information packages and program materials.

Ability to:

- Use initiative, discretion, and judgment within established procedures guidelines and rules.
- Define problems, establishing facts, and drawing valid conclusions.
- Maintain accurate information in alphabetical, chronological, and numerical order.
- Manage situations requiring diplomacy, fairness, firmness, and sound judgment.
- Interpret and apply information from technical manuals.
- Use advanced functions of document imaging programs.
- Provide efficient customer service.
- Communicate effectively, both verbally and in writing.
- Operate a personal computer and various software applications.
- Use independent judgment, discretion, and maintaining confidentiality.

- Organize and complete detailed assignments or projects within strict time constraints and with minimal direction.
- Evaluate and apply government regulations to program planning.
- Maintain confidentiality of sensitive information.
- Promote quality customer service.
- Coordinate public information and education programs with other jurisdictions.
- Coordinate the activities of audio-visual specialists, graphic artists, or other specialists in preparing public information medium.
- Recognize problems and developing effective solutions.
- Acts independently in converting complex technical information into a meaningful and applicable format for the targeted audience.
- Evaluate the results of programs and projects and recommend alternate measures to ensure effectiveness.
- Speaks effectively, leading conferences and discussion groups.
- Maintain productive relationships between the news media and the represented organizations.
- Write Requests for Proposals to secure funding for specialized programs.
- Compose news releases and featured articles.
- Develops brochures and pamphlets.
- Effectively prepares and presents written and oral presentations.
- Establish and maintain cooperative working relationships with the City Council, City Manager, department heads, managers, supervisors, employees, legal offices, process external private and public agencies and the general public.

PHYSICAL DEMANDS AND WORKING ENVIRONMENT

Work is performed in an office environment. May be exposed to extreme temperatures and dusty conditions. Incumbent shall be exposed to those conditions normally encountered in a business office environment. Physical demands are light, consisting primarily of sitting, standing, and walking, and carrying moderately heavy boxes up to 50 pounds, and/or utilizing a hand dolly. Incumbent must be able to see and hear in the normal range, with or without correction, and communicate verbally and in written form with great facility and must be able to be understood. Incumbent must have the stamina to work long hours and overtime, if assigned, and must be willing to work an irregular schedule, which may include weekends, holidays, evenings, and/or varying shifts.

**FLSA designations cannot be assigned to a class. An employer must show that each employee meets every requirement of the claimed exemption. The FLSA designation listed above is for general administrative guidelines.*