



Senior Public Relations Specialist

SUMMARY

Under general supervision, coordinates and administers a variety of activities relating to the Town's public information office by creating, editing, and publishing content to promote the Town's public relations program in coordination with department goals and objectives.

SUPERVISION RECEIVED AND EXERCISED

Receives general supervision from the Public Information Officer (PIO) and acts as second in command when the PIO is not available.

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:*

- Plans, writes, edits, and coordinates the publication and distribution of the Town-wide newsletter to disseminate to Town residents and businesses.
- Coordinates marketing and advertising campaigns for multiple departments and programs including, but not limited to, scheduling, creating, editing or directing print, radio and social media campaigns within the confines of the annual advertising budget.
- Assists in coordination of large-scale special projects such as the annual State of the Town, Anniversary Events, Year in Review Video, and Community Calendar in addition to assisting with inter-department projects as needed.
- Assists in overseeing the content and public interaction on the Town's Social Media channels.
- Assists in the formulation and development of a program of public information and education on the use of Town facilities, programs, activities, and services by preparing and distributing publicity releases through all available media; and performs other related duties in the distribution of information.
- Receives inquiries and provides information to the public and media regarding general and fact-based topics by sending out news releases or responding via telephone or the Citizen Request Management system.
- Assists with the development and coordination of special projects, like Adopt-A-Street program, including developing marketing materials to recruit volunteers, writing and designing sponsorship packages, and communicating with potential sponsors.
- Assist in development of an effective public relations strategies for addressing community issues and developing information to keep citizens informed on Town programs, services and events
- Researches information for use in speeches and media inquiries.
- Prepares written publicity materials, such as letters, brochures, flyers, fact sheets, pamphlets, and newsletters.

- Coordinates and conducts tours of Town Hall and other Town sites.
- Responds to internal work requests for marketing materials or other publications related to special programs or events by designing, writing and editing or updating new and previously created material.
- Updates and maintains project files, appropriate Town website pages, Town kiosk, photo archives, and historical archives.
- In the absence of the PIO, serves as Town spokesperson and represents the Town to media, outside organizations, and committees.
- 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:

Bachelor's degree in Journalism, Marketing or related field AND three (3) years of progressively responsible public relations experience; OR an equivalent combination of education, training, and experience.

LICENSE AND CERTIFICATION REQUIREMENTS

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

Knowledge of:

- Principles, practices, and techniques used in the conduct of an effective public information and publicity program for a Town or large public agency.
- Principles, practices, and procedures related to marketing, media relations, reporting, and news writing.
- Legislative activities of Federal, State, and local governments.
- Modern and complex principles and practices of program development and administration.
- Recent and on-going developments, current literature, and sources of information related to functional areas.
- Principles, practices, and techniques of handling and reporting confidential or politically sensitive information.
- Record keeping principles and procedures.
- Modern office practices, methods, and computer equipment.
- Computer applications related to the work.
- English usage, grammar, spelling, vocabulary, and punctuation.
- Techniques for dealing effectively with the public, vendors, contractors, and Town staff, in person and over the telephone.
- Techniques for effectively representing the Town in contacts with governmental agencies, community groups, and various business, professional, educational, regulatory, and legislative organizations.
- Techniques for providing a high level of customer service to public and Town staff, in person and over the telephone.

Skill in:

- Exercising discretion and maintain confidentiality in sensitive situations.
- Demonstrating an awareness and understanding of the political climate.

- Organizing and prioritizing a variety of projects and multiple tasks in an effective and timely manner.
- Interacting tactfully and professionally with Town staff, outside agencies, and the public.
- Organizing work and setting priorities to meet deadlines.
- Operating a computer including standard software and some specialized software.
- Representing the Town in contacts with governmental agencies, community groups, and various business, professional, educational, regulatory, and legislative organizations.
- Establishing and maintaining effective working relationships.
- Communicating clearly both verbally and in writing.

PHYSICAL DEMANDS AND WORKING ENVIRONMENT

Work is performed in a standard office environment and at various Town events and meetings.

**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.*