

CLASS SPECIFICATION

Public Relations and Information Officer

FLSA Status: Exempt
Union Representation: Nonrepresented

GENERAL PURPOSE

Under policy direction, serves as the top public relations and information professional for a group of bureaus; plans and carries out public relations, media relations and marketing activities to achieve bureaus' communication objectives; and performs related duties as assigned.

DISTINGUISHING CHARACTERISTICS

A Public Relations and Information Officer is responsible for planning, organizing, controlling, integrating and evaluating public information, marketing, and public relations efforts for a group of bureaus and for a variety of citywide issues; develops comprehensive communication strategies, policies, tactics and programs that build effective relations with the media and bureau stakeholders, and awareness of bureau programs and initiatives; may act as spokesperson for the bureau with the media; and serves on the bureaus' management teams.

Public Relations and Information Officer is distinguished from Public Information Manager in that an incumbent in the former classification directs communication and media relation efforts for a group of bureaus and provides strategic direction on a variety of bureau and citywide issues. Incumbents in the latter class are responsible for managing large and complex public information and community outreach efforts for a single large bureau and supervising related professional staff.

ESSENTIAL DUTIES AND RESPONSIBILITIES

Any one position in this class may not perform all the duties listed below, nor do the listed examples of duties include all similar and related duties that may be assigned to this class.

1. Develops comprehensive strategic communication plans and programs that include community objectives, primary messages, research, strategy, tactics and budget; develops and directs outside media relations, and public information programs; researches and prepares news releases and feature articles.
2. Manages internal and external communications; develops and directs production of fact sheets, news releases, advertising, promotional and public information materials for programs and projects; prepares managers and staff for media presentations or contacts; ensures understandability of issues, public image and overall public perception of bureaus.

3. Serves as a member of the bureaus' management team by providing advice, assistance and strategic direction on bureau and citywide issues; communicates and works with elected officials on a variety of issues effecting the City's public relations.
4. Participates in bureau strategic analysis and planning processes and in monitoring progress in executing implementation action plans, tactics and supporting bureau goals and objectives; performs analytical assignments in conjunction with developing, updating and refining of strategic objectives and action plans; prepares periodic reports and presentations on progress; drafts associated policy and other documents and materials required for implementation; works with other staff and stakeholders to resolve differences and build agreement.
5. Develops request for proposals, including defining scope of work; evaluates proposals and selects successful bidders; prepares required ordinances and other related reports; administers contracts for services and monitors work to ensure contract requirements are met.
6. Coordinates press conferences, editorial boards, and special events; presents information at public events and professional meetings.
7. Acts as bureaus' spokesperson with the media and the public; may, as assigned, act as the City's spokesperson, represents the assigned bureaus at conferences and meetings.
8. Develops positions, public responses and information to resolve public and media communication concerns and to clarify issues to groups or individuals who disagree with bureaus' policies or decisions; explains position issues or problems in a larger context.

OTHER DUTIES

1. Acts as the City's responsible bureau public information agent for crisis and emergency management operations.

DESIRED MINIMUM QUALIFICATIONS

Knowledge of:

1. Principles, methods and practices applied in design and implementation of public affairs and advertising programs.
2. Methods and techniques of writing for advertising, marketing and public relations.
3. Principles and practices of sound business communication; correct English usage, including spelling, grammar and punctuation.
4. Principles, methods and techniques of graphic design, layout and print production.

5. Advertising and public relations industry practices and trends.
6. City and bureau policies, programs, functions, issues, and legal and regulatory provisions and associated public information, communication and involvement issues and challenges.
7. Crisis management techniques and Incident Command Emergency Operations for emergency response.

Ability to:

1. Represent the bureau effectively in public settings and with media representatives on a variety of issues.
2. Operate a computer using word processing, graphics and other standard software.
3. Apply writing style and techniques appropriate for differing business and journalistic/public relations purposes.
4. Create creative approaches for use in public information programs.
5. Edit written materials.
6. Interpret information and situations and make recommendations in accordance with applicable policies, regulations and guidelines.
7. Exercise sound judgment within established guidelines.
8. Communicate clearly and concisely, orally and in writing.
9. Maintain accurate files and records.
10. Establish and maintain effective working relationships with all levels of City management, elected officials, representatives of other governmental agencies, business and community leaders, employees, media representatives, the public and others encountered in the course of work.

Training and Experience:

A typical way of obtaining the knowledge, skills and abilities outlined above is graduation from a four-year college or university with major coursework in public relations, communications, public administration or a closely related field; and five years of progressively responsible professional experience involving the development and coordination of public affairs or community outreach programs and projects similar to those administered by the City; or an equivalent combination of training and experience.

Licenses; Certificates; Special Requirements:

A valid state driver's license may be required for certain assignments.

PHYSICAL AND MENTAL DEMANDS

Persons with disabilities may be able to perform the essential duties of this class with reasonable accommodation. Reasonable accommodation will be evaluated on an individual basis and depends, in part, on the specific requirements for the job, the limitations related to disability and the ability of the hiring bureau to accommodate the limitation.

Class History:

Adopted: 06-30-04

Revised:

June 2009 - Change Job Class number from 7207 to 30000496, due to system change.