

**CLASS SPECIFICATION**  
**PUBLIC INFORMATION MANAGER**

**PAY GRADE: 59**  
**CLASS CODE: 30003096**  
**EFFECTIVE: December 13, 2018**

**CLASSIFICATION SUMMARY**

Reports to a Manager III, Director, or other executive-level position. Under minimal direction, develops, researches, recommends, and oversees the implementation of a comprehensive public information program, including media relations, public relations, and marketing for a Bureau/Office.

Responsibilities include: developing and directing public relations, media relations, and public affairs strategies; overseeing organizational unit social media presence; managing internal and external messaging; developing communications plans and strategies in alignment with internal short and long-term plans; acting as principal spokesperson for a Bureau/Office in responding to inquiries from the media and public; working closely with executives and elected officials to ensure messaging is consistent and tailored to targeted audiences.

**DISTINGUISHING CHARACTERISTICS**

Public Information Manager is the supervisory-level classification within the Public Information series.

Public Information Manager is distinguished from Public Information Officer in that the former is responsible for supervising staff and overseeing, developing, and implementing Bureau-/Office-wide communication strategies.

Public Information Manager is distinguished from the Manager series in that the former is responsible for a comprehensive public information program for a Bureau/Office and requires specialized knowledge and/or training.

**ESSENTIAL FUNCTIONS**

Depending on the assignment, the incumbent may perform a combination of some or all of the following duties, and perform related duties as assigned.

General Duties:

1. Develop and direct a Bureau's/Office's communication strategies, messaging, and outreach; direct the development and implementation of initiatives and programs to enhance public awareness of critical issues and challenges.
2. Conceptualize and produce reports, studies, and other written material for internal and external stakeholders.
3. Provide strategic and communications advice and recommendations to Director and Bureau/Office managers on complex community and media relations issues in support of the Bureau's/Office's programs, services, goals, and mission; recommend communications strategies for key Bureau/Office programs, functions, and activities.
4. Develop and maintain relationships and partnerships with other City Bureaus/Offices, public and private agencies and organizations, and non-profit and community groups.

5. Oversee and manage news media requests for information and serve as spokesperson for the Bureau/Office; ensure appropriate subject matter experts are contacted; collaborate with Managers; develop and maintain strong working relationships with news media and other external representatives.
6. Oversee the processing and tracking of Public Records Requests from media, customers, contractors, law enforcement, county agencies, and others interested parties.
7. Oversee the development of public engagement events and advise managers on public involvement; oversee delegation and response to requests for assistance from managers; advise on key audiences, messages, and strategies for public involvement on a wide variety of programs.
8. Supervise staff in developing and implementing public relations, media, marketing, community outreach, or other communication strategies; provide ongoing direction and leadership; create a positive and supportive work environment; promote an equitable workplace that demonstrates an environment respectful of living and working in a multicultural society.
9. Assist with the oversight related to performance requirements and personal development targets for staff; provide instruction for performance improvement and development; evaluate performance and complete annual performance reviews; recommend discipline as necessary.

### **SUPERVISION RECEIVED AND EXERCISED**

The work of this class is performed under minimal direction established by Manager III, Director, or other executive-level position.

Directly supervises a minimum of four (4) employees.

### **KNOWLEDGE/SKILLS/ABILITIES REQUIRED**

1. Knowledge of principles, methods, and practices of design and implementation of public affairs, community outreach, and marketing and advertising programs.
2. Knowledge of social media, website management, emergency information, and graphic design, layout, and print production.
3. Knowledge of principles of management, employee supervision, training, and performance evaluation.
4. Knowledge of relevant federal, state, and local laws, statutes, regulations, and ordinances, and the ability to correctly analyze, interpret, explain, and apply them.
5. Skill in critical thinking and problem-solving, and making recommendations on complex community and intergovernmental relations, community relations, media relations, community outreach, and public affairs issues and strategies.
6. Ability to learn City and Bureau/Office functions and operations, and associated public information and media relations issues.
7. Ability to communicate effectively, both verbally and in writing; present information clearly and persuasively to the media and in public settings; prepare clear, concise, and comprehensive correspondence, reports, studies, and other written materials.
8. Ability to develop relationships with media professionals, Bureau/Office personnel, elected officials and their staff, and key community stakeholders.
9. Ability to exercise tact, diplomacy, and discretion in dealing with highly sensitive, complex, confidential, and controversial issues and situations.
10. Ability to exercise independent judgment within general policy guidelines.
11. Ability to navigate sensitive political environments.
12. Ability to develop, research, recommend, and implement comprehensive public information programs, including media relations, public relations, and marketing.

13. Ability to plan and direct a broad range of programs and strategies designed to build and maintain public awareness of the Bureau/Office, and its programs, in the community and with key stakeholders.
14. Ability to collaborate with communities of color and people traditionally underrepresented in local decision-making; facilitate inclusive participation in programs and activities; communicate cross-culturally.
15. Ability to supervise a multicultural workforce, promote an equitable workplace environment, and apply equitable program practices to diverse and complex City services.
16. Ability to utilize City-specific technology and general office software.

### **MINIMUM QUALIFICATIONS REQUIRED**

Any combination of education and experience that is equivalent to the following minimum qualifications is acceptable.

**Education/Training:** Bachelor's degree from an accredited college or university with major course work in business administration, public relations, communications, marketing, or closely related field;

AND

**Experience:** Five (5) years of progressively responsible communications, media relations, public relations, or marketing experience, including two (2) years in a supervisory role.

### **Special Requirements and/or Qualifications:**

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

### **Preferred Qualifications:**

Experience working for a public agency.

G290 Basic Public Information Officer Training certification.

Bargaining Unit: Non-represented

FLSA Status: Exempt

HISTORY

Revision Dates: