

CLASS SPECIFICATION
PUBLIC INFORMATION OFFICER

PAY GRADE: 57
CLASS CODE: 30003097
EFFECTIVE: December 13, 2018

CLASSIFICATION SUMMARY

Reports to a Public Information Manager or other management- or executive-level position. Under general direction, researches, recommends, and implements a comprehensive public information program, including media relations, public relations, and marketing for a Bureau/Office.

Responsibilities include: developing and maintaining web content; providing general communication oversight; consulting with graphic designers, web developers, and information technology staff to develop and maintain online presence; working with a team of communications staff in conveying organizational unit marketing and media strategies; implementing community engagement programs.

DISTINGUISHING CHARACTERISTICS

Public Information Officer is the journey-level classification in the Public Information series.

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

Public Information Officer is distinguished from the Coordinator series in that the former is responsible for acting as a spokesperson and participating in the development and implementation of media and public relations programs for a Bureau/Office.

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. Act as a spokesperson for the Bureau/Office or organizational unit; conduct media relations, public relations, marketing, and informational activities; coordinate with the media, community, and Public Information Officers, Managers, Directors, and staff in other Bureaus/Offices and organizational units.
2. Respond to media and public inquiries and disseminate public information, during and in response to crises, emergencies, and other critical situations; respond to requests for information on behalf of unit management.
3. Create and promote an equitable workplace that demonstrates an environment respectful of living and working in a multicultural society.
4. Prepare recommendations advising executive management 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.

5. Develop comprehensive strategic communication programs that include Bureau/Office objectives, primary messages, research, strategy, tactics, and budget; develop and facilitate outreach, public awareness campaigns, and special communications and media projects.
6. Write and edit speeches, remarks, and scripts for press conferences and internal events, responses to reports and audits, sensitive correspondence, and video or live presentations.
7. Prepare clear, concise, and comprehensive correspondence, reports, studies, and other material for the public, community groups, and other stakeholders, including newsletters, budget narratives, Bureau-/Office-wide communications, policies, and guidelines.
8. Build awareness of Bureau/Office news, programs, and initiatives by communicating and disseminating information to the media or the public through social media, web posts, videos, fact sheets, and other promotional and public information materials.

SUPERVISION RECEIVED AND EXERCISED

The work of this classification is performed under general direction by a Public Information Manager or other management- or executive-level position.

This classification has no supervisory responsibilities, but may lead assigned staff.

KNOWLEDGE/SKILLS/ABILITIES REQUIRED

1. Knowledge of social media, website management, emergency information, and historical perspective of organizational unit.
2. 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.
3. Ability to learn City and Bureau/Office functions and operations, and associated public information and media relations issues.
4. 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.
5. Ability to develop relationships with media professionals, Bureau/Office personnel, elected officials and their staff, and key community stakeholders.
6. Ability to exercise tact, diplomacy, and discretion in dealing with highly sensitive, complex, confidential, and controversial issues and situations.
7. Ability to exercise independent judgment within general policy guidelines.
8. Ability to navigate sensitive political environments.
9. Ability to develop, research, recommend, and implement comprehensive public information programs, including media relations, public relations, and marketing.
10. 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.
11. 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 communications, journalism, marketing or related field;

AND

Experience: Two (2) years of progressively responsible communications, media relations, public relations and marketing experience in a complex organization.

Special Requirements and/or Qualifications:

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

Preferred Qualifications:

Professional certification in communications, journalism, marketing, or related field for certain positions.

Experience working for a public agency.

Bargaining Unit: Non-represented

FLSA Status: Exempt

HISTORY

Revision Dates: