



JOB DESCRIPTION

Public Information Officer

Date Prepared: June, 2015

SUMMARY: Under general direction of the City Manager, or designee, provides staff support by communicating between municipal government and its public, and assists to ensure that public expectations are in harmony with services and programs provided by the City; oversees the external marketing of the city and its associated agencies; performs related duties, as required.

ESSENTIAL FUNCTIONS: -- *Essential functions, as defined under the Americans with Disabilities Act, may include any of the following representative duties, knowledge, and skills. This is not a comprehensive listing of all functions and duties performed by incumbents of this class; employees may be assigned duties which are not listed below; reasonable accommodations will be made as required. The job description does not constitute an employment agreement and is subject to change at any time by the employer. Essential duties and responsibilities may include, but are not limited to the following:*

- Establish and maintain regular contact with the press, community groups, and government officials to meet the organization's public information, awareness, and education needs.
- Establish and oversee the external marketing of the city and its associated agencies locally, regionally, nationally, and internationally.
- Serve as the liaison with employees, as well as public and private organizations.
- Develop and determine effectiveness of distribution and outreach media plan.
- Write feature articles, press releases, brochures, and booklets regarding the organization's activities, services, programs, and functions; and make recommendations for modifications, as required.
- Coordinate, release, and distribute to the media.
- Monitor current legislation and analyze proposed legislation.
- Organize and arrange public information campaigns and press conferences.
- Plan, coordinate, and implement specialized information and education programs pursuant to government regulations.
- Establish program goals.
- Write Requests for Proposals to secure funding for specialized programs.
- Assist in preparing the program budget and monitor program expenditures.
- Initiate and respond to correspondence related to public inquiries and citizens' concerns and complaints.
- Represent the City in a variety of community groups, boards, commissions, and other organizations.
- Perform public speaking activities.
- Write and coordinate scripts, slide shows, and other audio-visual presentations.
- Participate in editing correspondence for publication, coordinating the design, layout, and production of printed materials.
- Coordinate and edit the organization's newsletter.
- Monitor the work of consultants and may supervise volunteer staff.

MINIMUM QUALIFICATIONS:

Education, Training and Experience Guidelines:

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 four years of progressively responsible public relations experience.

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.

Skill in:

- Using initiative, discretion, and judgment within established procedures guidelines and rules.
- Defining problems, establishing facts, and drawing valid conclusions.
- Maintaining accurate information in alphabetical, chronological, and numerical order.
- Managing situations requiring diplomacy, fairness, firmness, and sound judgment.
- Interpreting and applying information from technical manuals.
- Using advanced functions of document imaging programs.
- Providing efficient customer service.
- Communicating effectively, both verbally and in writing.
- Operating a personal computer and various software applications.
- Using independent judgment, discretion, and maintaining confidentiality.
- Organizing and completing detailed assignments or projects within strict time constraints and with minimal direction.
- Evaluating and applying government regulations to program planning.
- Maintaining confidentiality of sensitive information.
- Promoting quality customer service.
- Coordinating public information and education programs with other jurisdictions.
- Coordinating the activities of audio-visual specialists, graphic artists, or other specialists in preparing public information medium.
- Recognizing problems and developing effective solutions.
- Acting independently in converting complex technical information into a meaningful and applicable format for the targeted audience.
- Evaluating the results of programs and projects and recommend alternate measures to ensure effectiveness.
- Speaking effectively, leading conferences and discussion groups.
- Maintaining productive relationships between the news media and the represented organizations.
- Writing Requests for Proposals to secure funding for specialized programs.
- Composing news releases and featured articles.
- Developing brochures and pamphlets.
- Effectively preparing and presenting written and oral presentations.
- Establishing and maintaining 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.

LICENSE AND CERTIFICATION REQUIREMENTS:

Must possess a minimum of a valid California Class "C" driver's license upon hire and maintain throughout the length of employment with the City of Victorville.

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.

City Manager

Date

Personnel Officer

Date