



## Public Information Officer Special Projects and Programs Coordinator

### ***Purpose of the role:***

Under administrative direction, designs and develops community access to and understanding of City programs and projects, performs complex, difficult, and sensitive administrative and management activities in support of the functions and priorities in the City Manager's Office; Disseminates information to the public regarding City activities. Performs related duties as assigned.

### ***Distinguishing Characteristics:***

This single-position classification is assigned to the Office of the City Manager. The position is responsible for development and implementation of an overall public information program and is distinguished by the variety of assignments and project functions often involving representation of the Office of the City Manager. The incumbent has wide latitude in the exercise of independent judgment to accomplish work providing information to the public on all City services and programs, makes recommendations for action, and assists in City-wide policy and procedure development and implementation.

***The following duties are typical for this classification. Incumbents may not perform all of the listed duties and/or may be required to perform additional or different duties from those set forth below to address business needs and changing business practices.***

### ***Essential Duties and Responsibilities:***

- Administers the City's marketing, public information and media communications programs; and acts as the spokesperson with the media for the City and all departments; manages the emergency broadcast system activation.
- Serves as the City website content manager and establishes policies and standards related to same.
- Serves as resource and consultant to City departments in the development of communication with the community at large, with targeted group programs, and related to important development issues.
- Provides Citywide training in various aspects of community relations including media and camera presence and writing style.
- Supports staff in City departments in the development of newsletters, letters to the community, project based communications, focus groups or other methods of communicating with the public.
- Responds to major incidents as requested, provides public information to news media and coordinates information flow and dissemination.

- Develops, implements and updates policies and procedures for community relations, media relations and public information.
- Manages media relations program, responds to news media inquiries as needed.
- May represent the City Manager, Assistant City Manager or City Council in meetings.
- Performs related duties as required.

*The following generally describes the knowledge and ability required to enter the job and/or be learned within a short period of time in order to successfully perform the assigned duties.*

Knowledge of:

- Principles, practices, methods, and techniques of conducting community and media relations, public information including public outreach and marketing strategies.
- Various forms of mass media including print, cable television, radio and the Internet.
- Computer applications related to information storage and retrieval, document imaging, statistical analysis, and electronic document and records management.
- Structure and content of the English language including spelling, punctuation, grammar and rules of composition.
- Principles of supervision, training and staff development.
- Pertinent federal, state, and local laws, regulations, and court decisions applicable to assigned areas of responsibility.
- Modern office procedures, methods, and equipment including computers and various software packages including business computer applications related to statistical analysis techniques and formulae.
- Practices and techniques of project and program planning and management.
- Functions of a municipal government and associated management and financing issues.
- Organization and functions of an elected City Council.
- Principles and practices of effective management and supervision.

***Desired  
Minimum  
Qualifications:***

Ability to:

- Communicate effectively with staff, elected officials, lobbyists, legislators, and other government officials; communicate technical information including complex rules, regulations, legislation and laws in a manner that is appropriate for the intended audience.
- Analyze complex and sensitive administrative, operational, economic, public policy, and organizational problems, identify and evaluate alternatives, and develop sound conclusions and recommendations.
- Present proposals and recommendations clearly and logically in public meetings.
- Collect, evaluate and interpret varied data and information, either in statistical or narrative form.
- Understand, interpret, explain, and apply City, state, and federal laws, regulations, and court decisions governing areas of assigned responsibility.

- Develop and implement appropriate project management procedures and controls.
- Prepare clear, concise and comprehensive correspondence, reports, studies and other written material.
- Operate and use modern office equipment including a computer and various software packages.
- Exercise sound, expert independent judgment within policy guidelines.
- Coordinate multiple projects to meet critical deadlines.
- Project a positive and professional attitude.
- Communicate clearly and concisely, both orally and in writing.
- Establish and maintain effective working relationships with those contacted in the course of work.
- Respond and perform assigned duties in the event of a City-declared emergency.

*Any combination of education and experience that would likely provide the required knowledge and abilities is qualifying. A typical way to obtain the knowledge and abilities would be:*

**Education:**

A Bachelor's degree from an accredited college or university with major course work in public administration, public relations, journalism, business administration, political science, or a closely related field.

***Education and  
Experience  
Guidelines:***

**Experience:**

At least five years of progressively responsible professional experience in media and public relations or a related field. Experience in a governmental setting is preferred.

**Licenses; Certificates; Special Requirements:**

A valid Class C California driver's license is required.

*The conditions herein are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential job functions.*

***Physical and  
Environmental  
Conditions:***

**Physical:** Sufficient physical ability to work in an office setting; sit, stand, walk, reach, twist, turn, kneel, bend, squat, and/or stoop for prolonged periods of time; perform duties requiring grasping, repetitive hand movement, and fine coordination; and operate office equipment.

**Vision:** See in the normal visual range with or without correction; vision sufficient to read computer screens and printed documents and to operate office equipment. **Hearing:** Hear in the normal audio range with or without correction.

**Environment:** Standard office setting. Certain project management assignments may involve exposure to outside weather conditions, working around moving equipment, and working in high, precarious places.

*Class specifications are only intended to present a descriptive summary of the range of duties and responsibilities associated with specified positions. Therefore, specifications **may not include all** duties performed by individuals within a classification. In addition, specifications are intended to outline the **minimum** qualifications necessary for entry into the class and do not necessarily convey the final qualifications of incumbents within the position.*

*Pursuant to California Government Code Section 3100, all public employees are required to serve as disaster service workers subject to such disaster service activities as may be assigned to them by their supervisor or by law.*

Date Adopted: 1/12/07

Date Revised: