

## **PUBLIC INFORMATION SPECIALIST**

### **Definition:**

Under general supervision coordinates related media and public information activities for a City department or program; develops and presents news and press releases, public announcements, articles and publicity; coordinates and monitors placement of information on websites and social media platforms; responds to a variety of public information related inquiries; provides a variety of support and assistance related to the public information function and performs related work as required.

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

The following responsibilities and essential duties are performed on a frequent and recurring basis by an incumbent. These are not to be construed as exclusive or all-inclusive. Other duties may be required and assigned.

Develops and administers the public information program to provide comprehensive media coverage for activities in area of assignment.

Manages the messaging of area of assignment through various media sources; develops and implements strategic communication plans.

Coordinates and monitors placement of content on social media accounts and websites.

Gathers information and composes press releases, social media content, publicity, announcements, articles, letters and position papers on departmental programs, policies and actions as well as for community events and activities; develops digital media content for web and social platforms

Coordinates and/or responds to inquiries and requests for information from the media, governmental and other representatives and the public.

Maintains and updates media contact lists; determines what media sources will receive information and the manner of information presentation.

Assists department representatives in preparing public information materials for presentation and distribution as requested; if assigned to a safety department, assists the departmental Public Information Officer at the scene of police and/or fire emergencies as needed.

Creates artwork for publications, banners, brochures and other promotional materials using a variety of desktop publications.

May coordinate City sponsored events in relation to area of assignment; coordinates special publicity events and acts as a liaison for community relations activities.

Conducts a variety of research and special projects.

May lead personnel assigned to contribute content.

Stays abreast of new trends and innovations in the field of public information and public relations.

Operates a personal computer and uses applicable software.

Attends, photographs and posts public events.

Drives a vehicle on City business.

**Other Duties and Responsibilities:**

Performs other projects/tasks as assigned.

**Class Characteristics:**

Public Information is responsible for a handling public relations and public information programs within area of assignment and exercises judgment and initiative over a variety of media and public relations issues.

Bargaining Group: FMEF

**Qualification Guidelines:**

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

**Knowledge of:**

Basic principles, methods and practices of public information, media relations and information dissemination via traditional media outlets as well as social media sites and accounts

Social media platforms.

Principles and practices of graphic design, photography, video production, and internet technology.

Information sources related to communications, marketing and public relations.

Print and electronic media practices.

Basic municipal government practices and operations.

Reporting methods, techniques, and literary styles.

Advanced English usage, spelling, grammar, and punctuation.

Principles and methods of business correspondence and administrative report preparation.

Techniques for providing a high level of customer service by effectively dealing with the public, vendors, contractors, and City staff.

Photography fundamentals including composition.

Basic practices used in graphic art, website design, video and photography.

Modern equipment and communication tools used for business functions and program, project, and task coordination, including computers and software programs relevant to work performed.

**AND**

**Ability to:**

Develop, implement and coordinate effective public information programs.

Write clear, concise, objective, and interesting text and edit materials for objectivity both via traditional media outlets as well as via social media.

Effectively strategize and identify the best tactics and approach for public relations in the areas of external and internal communications, community outreach, and marketing.

Determine basic design, layout, graphics and method(s) of presentation.

Gather information and independently compose a variety of articles, news releases, and related materials on a range of issues.

Maintain confidentiality and sensitive information.

Independently organize work, set priorities, meet critical deadlines, and follow-up on assignments.

Handle job stress and maintain composure in public settings.

Communicate clearly and concisely, both orally and in writing, using appropriate English grammar and syntax.

Make oral presentations to groups.

Understand and carry out oral and written instructions and use independent judgment and initiative.

Operate a camera and video equipment.

Direct the work of assigned personnel.

Effectively use computer systems, software applications relevant to work performed, and modern business equipment to perform a variety of work tasks.

Establish, maintain, and foster positive and effective working relationships with those contacted in the course of work.

**Education and Experience:**

An associate's degree from an accredited college or equivalent in business administration, public relations, communications, or a related field.

**AND**

Three years of recent, progressively responsible experience in information dissemination, news writing and public relations, preferably in a public sector setting.

**Special Requirements Include:**

Valid and appropriate California Drivers License and acceptable driving record at time of appointment and throughout employment in this position. Employees in this classification will be enrolled in the Department of Motor Vehicles Government Employer Pull Notice Program.

Must be able to work flexible and extended hours to accommodate City needs to include emergency call back.

California Government Code §3100 – 3109 requires that all public employees are to be declared disaster service workers and shall take and subscribe to the related oath or affirmation as required.

**Physical Tasks and Working Conditions Include the Following:**

Work is performed primarily in an office environment. Full exposure to the elements may occur when work is performed on-site covering community events, activities and other occurrences. Office work requires sitting for periods of time and the use of a computer keyboard and screen. When performing on-site work, the incumbent may climb stairs, kneel and crouch, stand, walk on slippery/uneven surfaces or slopes and be exposed to vehicular traffic, smoke and sirens. The incumbent grasps and operates handheld cameras, drives a vehicle on City business, twists and reaches and must be able to meet the physical requirements of the class and have mobility, balance, coordination, vision, hearing and dexterity levels appropriate to the duties to be performed.

**Fair Labor Standards Act Designation: Non-Exempt**

Established November 2023