

CITY OF FOLSOM

PUBLIC INFORMATION OFFICER

DEFINITION

Under general direction, plans, organizes, and implements the City's public relations and public information activities and community information publications; and provide support services for the Mayor and City Council. Incumbents may oversee, monitor, and/or direct the work of lower level personnel.

EXAMPLES OF ESSENTIAL DUTIES

NOTE: The following are the duties performed by employees in this classification. However, employees may perform other related duties at an equivalent level. Each individual in the classification does not necessarily perform all the duties listed.

- Coordinate publications and media relations for the City, including preparation of news releases and press conferences.
- Provide web page content recommendations and support to departments
- Respond to the public using judgment in the dissemination of information and in accordance with policy.
- Respond to city staff, radio, television, and news media requests for information.
- Prepare the City's advertising promotions including writing, editing, layout, photograph, placement, scheduling, and coordination of printing and distribution.
- Develop and implement methods and materials promoting special events sponsored by the City.
- Compose and prepare letters, brochures, and articles; assist with review of the City newsletters and annual reports.
- Provide support services for the Mayor and City Council.
- Submit articles and photographs to a variety of specialty publications.
- Maintain files of newspaper articles and clippings on city activities and promotional programs.
- Assist other departments and city staff in the development of publications, promotional materials, and oral presentations.
- Attend meetings and make presentations to the City Council, staff, and other organizations.
- Perform related duties as assigned.

EMPLOYMENT STANDARDS

NOTE: The level and scope of the following knowledge and abilities are related to duties listed under the “Examples of Essential Duties” section of this specification.

Knowledge of:

- Effective methods used in preparing and presenting facts and disseminating information to the public and media.
- Principles of research, writing, and editing.
- Script and speech preparation.
- Formatting and editing of materials for publication and news releases.
- Principles of public administration and management of municipal government.
- City policies and procedures.
- Public information and community relations program development and implementation.
- Knowledge of computer equipment as used in desktop publications page layout and graphics and associated software.
- Common word processing, spreadsheet, and database software.

Ability to:

- Assume responsibility for the administration of a public information program and all corresponding city publications.
- Research, develop, evaluate, and present a public information program.
- Learn interpretation and application of federal, state, and local policies, procedures, laws, and regulations.
- Develop timelines and meet deadlines.
- Provide technical research and report writing.
- Effectively communicate verbally and in writing.
- Make effective, tactful presentations to both individuals and public groups.
- Develop and maintain effective working relationships with those contacted in the course of work.

Minimum Qualifications:

Education:

A bachelor's degree in marketing, journalism, public relations, communications, business, or a closely related field from an accredited college or university.

Experience:

Five (5) years of full time increasingly responsible professional experience in journalism, advertising, marketing, or public or community relations.

Desirable Qualifications:

Municipal experience and experience in conducting technical research and report writing.

License, Certificate, Registration Requirements:

Possession of, or ability to obtain and retain, a California Class C driver license by the time of appointment. Individuals who do not meet this requirement due to a disability will be reviewed on a case-by-case basis.

Physical Requirements:

Work is performed in a typical office environment. (1) Mobility: frequent use of keyboard; frequent sitting for long periods of time; occasional bending or squatting. (2) Lifting: frequently up to 10 pounds; occasionally up to 25 pounds. (3) Vision: constant use of overall vision; frequent reading and close-up work; occasional color and depth vision. (4) Dexterity: frequent repetitive motion; frequent writing; frequent grasping, holding, and reaching. (5) Hearing/ Talking: frequent hearing and talking, in person and on the phone. (6) Emotional/ Psychological: frequent decision-making and concentration; frequent public and/or coworker contact; occasional working alone. (7) Environmental: frequent exposure to noise.

Information Block

Class Code:

FLSA Status:

Established:

Revised:

Retitled:

Workers Compensation Code

Bargaining Unit: