PUBLIC INFORMATION COORDINATOR

Definition:

Under general supervision coordinates City-related media and public information activities; develops and presents news and press releases, public announcements, articles and publicity; coordinates and monitors placement of information on the City's web and intranet site; 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 responsibilities and essential duties performed on a frequent and recurring basis by an incumbent include the following:

Develops and administers the public information program to provide comprehensive media coverage for City activities.

Gathers information and composes press releases, publicity, announcements, articles, letters and position papers on City programs, policies and actions as well as for community events and activities.

Responds to inquiries and requests for information from the media, governmental and other representatives and the public.

Serves as the City's Public Information Officer at the scene of police and fire emergencies as needed.

Coordinates and monitors placement of content on the City's web and intranet site and acts as the liaison between the City and its web service provider.

Administers the City's broadcast equipment operator contract for the televising of council meetings and duplicates council meeting tapes as needed.

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

Assists City Council and department representatives in preparing public information materials for presentation and distribution as requested.

Researches, writes articles for and produces the water bill, employee and Neighborhood Watch newsletters and researches and writes articles for the City's Community Services Newsletter.

Operates a personal computer and uses applicable software.

Takes photographs and video tape recordings as needed for publication purposes and to document events.

Monitors and coordinates the City's government cable channel and prepares public service messages for cable channel use.

Attends a variety of meetings to include Council Meetings.

Coordinates special publicity events and acts as a liaison for community relations activities.

Administers film and photography permits for the City.

Drives a vehicle on City business.

Other Duties and Responsibilities:

Performs other projects/tasks as assigned.

Prepares scripts and organizes shooting schedules for City-sponsored video projects.

Class Characteristics:

Public Information Coordinator is a single incumbent confidential class in the City Manager's Office. The incumbent is responsible for a comprehensive public information program and exercises judgment and initiative over a variety of media and public relations issues.

Contacts and Relationships:

The Public Information Coordinator has continuing contact with the City Manager, City Council Members and departmental representatives in obtaining, coordinating and releasing information. Additional contact is established and maintained with a variety of media representatives, government agencies and community groups. Contact with the public will occur during activities and events and via requests for information.

Qualification Guidelines:

The knowledge and abilities which are required to perform the duties and responsibilities of this class are as follows:

Knowledge of:

Principles, methods and practices of public relations and information dissemination.

Print and electronic media practices.

Basic municipal government practices and operations.

Reporting methods, techniques and literary styles.

English usage, spelling, grammar and punctuation.

Computer applications as they relate to area assigned.

Public and customer relations techniques.

Photography fundamentals including composition.

Basic techniques of newsletter production.

AND

Ability to:

Write clear, concise, objective and interesting text and edit materials for objectivity.

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

Maintain the confidentiality of sensitive data.

Adhere to multiple deadlines and handle multiple projects.

Communicate effectively orally and in writing.

Make oral presentations to groups.

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

Establish and maintain effective relationships with those contacted in the course of work.

Operate a camera and video cassette recorder (VCR) equipment.

Operate a personal computer and use applicable software.

Meet the public with courtesy and tact.

Learn to use desk top publishing software and operate a cable character generator.

A typical way to obtain the knowledge and abilities is as follows:

Education:

A Bachelors Degree in Journalism, Publications Relations or a related field from an accredited college or university.

AND

Experience:

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.

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

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 and a VCR, 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: Exempt.

Revised May 1990
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