

DEPARTMENT PUBLIC INFORMATION OFFICER

DEFINITION

To plan, organize, coordinate and implement communications, marketing, public relations and outreach programs within an assigned Department; to provide expertise in program elements for the organization; to provide back-up coverage in support of City-wide communication activities; and to perform a variety of professional and technical level tasks relative to assigned area of responsibility.

SUPERVISION RECEIVED AND EXERCISED

Receives general direction from the Department Director; may provide support to other program managers and administrators within the Department.

Exercises direct supervision over assigned staff.

EXAMPLES OF ESSENTIAL DUTIES - Duties may include, but are not limited to, the following:

Recommend and assist in the development and implementation of communications and strategic planning to establish department goals and objectives; establish methods for promoting and marketing department programs and services and manage or assist in implementation as assigned; develop and implement communication and brand management strategies, policies and procedures.

Lead communications and outreach programs from creative development through implementation; coordinate efforts with the City's Public Affairs & Communications Department.

Develop and implement strategic and crisis communications program by compiling and evaluating information about department services and programs and determining related consumer needs and interests; monitor the department's brand, image and use of logo.

Develop project budgets; prepare cost estimates for budget recommendations; submit justifications for equipment, supplies, services, and events; monitor and control expenditures associated with assigned projects.

Research grant opportunities and prepare grant proposals related to community outreach or marketing functions; monitor and administer grants.

Research, compile and prepare reports and documentation on program activities; evaluate effectiveness of communications programs and implement changes as needed; analyze program and develop corrective action, maintain records of findings and corrective actions; prepare periodic status reports; create questionnaires and write reports for public opinion surveys, focused interviews and focus groups; analyze market research to develop findings and recommendations.

Determine and participate in the design of educational, promotional, and informational materials and methods, including graphic presentations and text copy elements of advertisements, flyers, brochures, legal notices, residential and business newsletters, annual reports, special reports, press releases, and website and social media content.

Oversee department website materials and social media sites, ensuring the availability of current information; and update policies related to digital and electronic communications and transactions and website postings.

Serve as media spokesperson for department and/or assist in preparing appropriate staff for media interviews; write and edit press releases and media advisories; work with other City staff, when appropriate, to facilitate response regarding emergency situations; plan and conduct press conferences and media briefings; plan and oversee a variety of outreach events, tours, facility openings, and related activities; develop related sponsorships.

Assist in development of annual report and other various reports; work collaboratively with other divisions and outside entities to obtain information; coordinate publications and newsletters.

Negotiate and administer contracts with vendors, media outlets, and consultants; assist with the selection and management of consultants and contractors.

Write speeches, prepare talking points, and graphic/visual presentations for use by City Council members and management staff; make presentations to the City Council, community and business groups.

Answer questions and provide information to the public; investigate complaints and recommend corrective action as necessary to resolve complaints.

Represent communications function on committees, outside organizations, and at staff subcommittees as necessary; coordinate department communications activities with other City divisions and departments and outside agencies.

Develop relationships and collaborate with all City interests, including residential, commercial and community organizations.

Provide support or back-up coverage to City-wide communication activities.

May attend evening or weekend meetings outside of usual working hours, as required.

May provide technical and function supervision over lower level staff.

Build and maintain positive working relationships with co-workers, other City employees and the public using principles of good customer service.

Perform related duties as assigned.

### MINIMUM QUALIFICATIONS

#### Knowledge of:

Principles and practices of crisis communication, marketing, strategic planning, and public relations including mass media communications, ethics and community outreach.

Principles and practices of program development, management, evaluation and administration.

Sophisticated computer software used in desktop publishing, digital photography and graphic/visual preparation and editing functions.

Effective public presentation methods to attract and inform various audiences.

Social media, web design and graphic visual presentation methods.

Principles and practices of supervision, training and personnel management.

Principles of budget preparation, analysis and administration.

Pertinent local, State and Federal laws, ordinances and rules.

#### Ability to:

Organize, develop, and implement a comprehensive public outreach, brand and crisis communication strategies for the Department.

On a continuous basis, know and understand all aspects of the job. Intermittently analyze work papers, reports and special projects; identify and interpret technical and numerical information; observe and problem solve operational and technical policy and procedures.

On a continuous basis, sit at desk for long periods of time. Intermittently twist to reach equipment surrounding desk; perform simple grasping and fine manipulation; use telephone, and write or use a keyboard to communicate through written means; and lift or carry weight of 10 pounds or less.

Interpret and explain pertinent department policies and procedures and related City policies and procedures.

Prepare and make effective presentations to large groups.

Take a leadership role in a wide range of settings.

Assist in the development and monitoring of an assigned program budget.

Develop and recommend policies and procedures related to assigned operations.

Supervise, train and evaluate assigned personnel.

Communicate clearly and concisely, both orally and in writing.

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

Experience and Training

Experience:

Four years of increasingly responsible experience in public relations, communications, or program implementation, preferably for a public agency or municipality, including one year of technical and functional supervision.

AND

Training:

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

License or Certificate

Possession of a California driver's license by date of appointment.

Possession of a California Office of Emergency Services' Crisis Communication certificate is highly desirable.

06-27-18

05-31-14

Department Public Information Officer

02-09-13

Electric Public Information Officer

01-01-06

01-01-04

Electric Public Relations Manager

07-01-01

09-18-00

Electric Public Relations Coordinator

01-19-98

05-22-90

Energy Assistant I/II

04-16-90

Department Public Information Officer

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10-01-88      Energy Assistant

10-01-89

07-01-88