

JOB DESCRIPTION

City of Patterson



Human Resources

PUBLIC INFORMATION OFFICER

JOB SUMMARY

*Class specifications are intended to present a descriptive list of the range of duties performed by employees in the class. Specifications are **not** intended to reflect all duties performed within the job.*

Under general supervision of the Program Manager or a senior-level manager, plan, develop, implement, and facilitate the City's communication and media platforms; performs a wide variety of marketing related duties; effectively implement social media strategy, email marketing planning; performs communications work related to planning, organizing, implementing public information, media relations, and communications programs; increases positive media exposure; designs and monitors web content; creates public information materials; supports assigned department or manager in public relations, communications, and marketing; and performs other related duties as required and/or assigned.

The Public Information Officer is a single position job classification. Incumbents in this class are responsible for various website, social media, and public information projects; writing, developing, and designing public information materials and maintaining media files and records; overall responsibility for maintaining effective public information and communication programs and overseeing the City's information and media platforms.

SUPERVISION RECEIVED AND EXERCISED

Receives general direction from the Program Manager or other senior manager.

Exercises no direct supervision over others but may provide technical and functional direction and training to office support staff.

ESSENTIAL DUTIES

Typical essential duties may include, but are not limited to, the following:

Create and update web pages, prepares brochures, articles, photographs, videos, advertisements, and other materials in accordance with established policies and procedures.

Assist with the design, maintenance, and update of the city websites; participate in the development of media image and outreach efforts; assist with managing and monitoring of social media sites for content.

Develop marketing materials and promotional campaigns to inform, educate, and market city policies, projects, and city services; coordinate projects related to public outreach, communication, and special events.

Assist with the development and issuance of official City statements for various media platforms.

Prepare press releases, fact sheets and other reports; develop educational materials and communication programs;

research, prepare, and disseminate various publications, such as brochures, pamphlets, and newsletters for media outlets, distribution to the public, employees, organizations, and businesses.

Develop and maintain records and statistics related to communication programs and citizen engagement; maintain and archive press releases, photographs, videos, and other pertinent information.

Conduct community survey's and analyze results; prepare written, illustrative, and statistical reports.

Support other departments and City staff in the development of publications, promotional materials and public outreach as assigned.

Organize, coordinate, and manage events and community activities; proactively address issues and misinformation through communication.

Develop and maintain positive relations with media outlets, and a wide range of civic and community organizations; and serve as the main point of contact.

Respond to and resolves difficult and sensitive citizen complaints and inquiries.

Serve as a liaison with employees, the public, community groups and other organizations; provide information and assistance regarding assigned program and service areas; respond to and resolve inquiries and complaints.

Participate in crisis management planning and assist with developing of crisis communication plan and written materials.

May represent the City before news media, public and private sector businesses, and officials; speak at workshops, panel discussions or other various City events.

Perform related duties as required and/or assigned.

KNOWLEDGE, SKILLS, AND ABILITIES

Knowledge of: Modern principles, practices, methods and techniques of marketing, public information dissemination, media relations, video production, and community engagement programs; best practices for social media and digital content including techniques of graphic design and associated software related to website design, maintenance, photography, video production and image editing; practices and methods for data, video and records retention and archives; structure and organization of public sector agencies; pertinent federal, state, and local laws, codes and regulations; methods and techniques for record keeping and report preparation and writing; modern office procedures, methods and computer equipment; applicable software programs; oral presentation techniques and practices; strong writing and oral communication skills; techniques practices in writing clear, structured, articulate and persuasive articles and reports.

Ability to: Perform professional marketing and public information duties to educate, inform or market city related programs and services; effectively use social media, video, computer and related design software programs to perform a variety of communication task; research, analyze, organize, edit, write and design informational material for publication and presentation; prepare website content, illustrations, charts, graphs, brochures for presentation and dissemination; assist with planning and coordination of community outreach and programs; respond to inquiries, complaints, or requests for service or defer as appropriate; interpret, explain and apply applicable laws, codes and regulations; read, interpret and record data accurately; work independently and as an active team member; make sound decisions within established guidelines and authority; assist assigned departments with social media content and communication programs; follow written and oral directions; communicate clearly and concisely, both orally and in writing; prepare clear and concise documents and reports; analyze, interpret, summarize data in an effective and useful manner; establish and maintain effective working relationships.

NECESSARY SPECIAL REQUIREMENTS

Must be 18 years of age or older.

Must successfully pass a pre-employment medical examination, including a drug screen, fingerprint, background check and reference check.

Must be able to provide proof of U.S. citizenship or legal right to work in the United States.

EXPERIENCE and CERTIFICATIONS

Any combination of education, training, and experience which would likely provide the required knowledge, skills, and abilities; would normally include:

Education: Equivalent to a BA/BS degree from an accredited college or university with major course work in Communications, Journalism, Marketing, Graphic Design, Public Relations, or related field.

Experience: Three (3) years of progressively responsible work experience in marketing, graphic design, community relations, or related area. Experience in a public agency is desirable.

License or Certificate: Possession of a valid Class C California Driver's License at the time of appointment.

MENTAL AND PHYSICAL REQUIREMENTS

Mental Requirements: The mental demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job: While performing the duties of this job, the employee is regularly required to review documents related to department operations; observe, identify and problem solve office operations and procedures; understand, interpret and explain department policies and procedures; explain operations and problem solve office issues for the public and with staff.

Physical Requirements: The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job: While performing the duties of this job, the employee is regularly required to sit at a desk for extended periods of time; intermittently twist and bend to reach office equipment; use finger dexterity, simple grasping and fine manipulation to write or use a keyboard, file, and answer the phones; is frequently required to walk, talk and hear to receive and communicate information; and the employee is occasionally required to climb or balance, stoop, kneel, crouch or crawl; and may be expected to lift and/or move up to 25 pounds.

Environmental Conditions: The work environment characteristics described here are representative of those employee encounters while performing the essential functions of this job: While performing the duties of this job, the employee regularly works in an office environment, but at times may be required to attend special events. The noise level in the work environment is moderately low. There may be intermittent interruptions from phones, public inquiries, and other staff.

FLSA Status: Exempt - Confidential

Approved: August 2023