



## JOB DESCRIPTION

**JOB TITLE:** Public Information Officer

**DEPARTMENT:** City Manager

**Pay Grade:** 14-(2)

**FLSA STATUS:** Exempt

**JOB DESCRIPTION NOTICE:** This job classification has been designated as a safety sensitive job classification in accordance with the Oklahoma Medical Marijuana and Patient Protection Act, 63 O.S., § 427.1 *et seq.*, (OSCN 2019), effective August 29, 2019. This means employees in this job classification can be subject to disciplinary action up to and including termination if they test positive for marijuana components or metabolites, even if they possess a medical marijuana license.

### POSITION SUMMARY

To plan, coordinate and manage the activities of the City's public information and civic engagement program, which includes: dissemination of information to the public and media concerning the City's programs, policies, and issues; programming for the government access channel and other forms of media; and the design, development, and implementation of civic engagement strategies and programs.

### ESSENTIAL FUNCTIONS

*The following duties are normal for this position. These are not to be construed as exclusive or all-inclusive. To perform this job successfully, an individual must be able to perform each duty satisfactorily. Other duties may be required and assigned.*

1. Develops news releases; reviews or develops announcements or publicity materials utilized by divisions/departments for distribution to the public.
2. Determines the method and media most suitable to reach concerned or affected citizens, explain or defend City policies, and promote awareness or understanding of City programs and services
3. Prepares and writes articles, speeches, social media content, and radio scripts for events or programs.
4. Develops and prepares booklets, newsletters, articles, and social media content for public information.
5. Develops and implements a social media policy to ensure a unified message is distributed to the public while accurately depicting the City's mission, values, goals and brand.
6. Communicates with assigned division/department personnel and other City employees; the general public; the community; civic organizations and business owners in order to disseminate accurate information and provide assistance.
7. Coordinates public meetings and other community events to provide information and receive public comments on city issues. Interprets and provides explanations of department/division rules and City Ordinances to the public. Serves as an information resource to the community. Arranges exhibits and displays and produces audio-visual presentations.
8. Makes public presentations and assists department/division staff in developing presentations.

9. When assigned to a department/division that requires emergency response, respond to scene as necessary and coordinate with appropriate personnel on information to release to media, public and internal staff.
10. Assists staff in responding to media inquiries and if necessary, speaks on behalf of the department or division.
11. Perform other duties as assigned.

## **KNOWLEDGE SKILLS AND ABILITIES**

### **Knowledge of:**

- Principles, practices, and procedures used in public information and communications.
- General theories and complex principles and practices of public relations, public information and basic communication techniques.
- Research techniques, methods and procedures.
- Various journalistic styles
- Principles, techniques and methods used in preparing news releases and publications.
- Microsoft Office products and other relevant technologies.

### **Ability to:**

- Understand and assimilate a wide variety of information.
- Draw from complex policy, technical or legal material and condense the main points into a readable form for general public distribution.
- Design, plan, and implement strategies and communications plans, acting as a facilitator and coordinator of project teams and task forces.
- Communicate effectively both orally and in writing and to speak in front of large groups or neighborhood associations.
- Handle negative comments and feedback, from the public and within the division/department assigned effectively.
- Provide thoughtful and thorough analysis.
- Listen, communicate and work effectively with a diverse group of people.
- Handle multiple projects simultaneously and use good judgment in prioritizing work assignments.
- Proficiently perform computerized word processing, comprehension, summarizing and writing/editing.
- Attend or conduct various meetings as needed.
- Establish and maintain effective working relationships with City officials, City staff, citizens and members of the press.

- Complete OSHA/Safety training as required.

## **PHYSICAL AND WORK ENVIRONMENT**

*The physical and work environment characteristics described in this description are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions or as otherwise required by law.*

- Most work is performed in a normal City office environment.
- Lift and carry materials weighing up to 20 pounds.
- Work has standard vision requirements.
- Vocal communication is required for expressing or exchanging ideas by means of the spoken word.
- Hearing is required to perceive information at normal spoken word levels.
- Work requires preparing and analyzing written or computer data and observing general surroundings and activities.
- Operate a variety of standard office equipment including a computer, telephone, copy and fax machine requiring continuous and repetitive arm, hand and eye movement.
- Travel to/from meetings and various City locations including field or construction sites.
- Based on assignment, may be on-call for emergencies.

## **MINIMUM REQUIRED QUALIFICATIONS**

- A Bachelor's Degree in Journalism, Communications or a related field from an accredited educational institution.

## **PERFERRED REQUIREMENTS**

- Two years' experience in public affairs, public relations or related field, and experience in writing press releases, speeches, articles and television or event scripts.