



# CITY OF **BIG BEAR LAKE** *California*

## PUBLIC INFORMATION OFFICER

*Class specifications are only intended to present a descriptive summary of the range of duties and responsibilities associated with specified positions. Therefore, specifications **may not include all** duties performed by individuals within a classification. In addition, specifications are intended to outline the **minimum** qualifications necessary for entry into the class and do not necessarily convey the qualifications of incumbents within the position.*

### **DEFINITION:**

Under administrative direction, plans, prepares and disseminates information to the public and staff regarding City programs/projects, initiatives and events, and acts as an official City spokesperson. In addition, provides highly responsible and complex support to the City Manager and performs related duties as required.

### **DISTINGUISHING CHARACTERISTICS:**

The **Public Information Officer**, is a professional level position responsible for a wide variety of duties that primarily focus on public outreach and the dissemination of City information, in addition to the oversight of applicable legislative affairs. Incumbents are responsible for performing high level, specialized and complex work involving significant accountability and decision-making responsibilities related to the City's overall public communication and education efforts.

### **SUPERVISION RECEIVED/EXERCISED:**

Direction is received from the City Manager. Incumbent may exercise oversight and/or provide direction to lower level technical and administrative staff.

### **ESSENTIAL FUNCTIONS:** *(include but are not limited to the following)*

- Develops, plans and administers a comprehensive public relations program utilizing various forms of media; oversees distribution of information to the public utilizing a variety of formats to effectively strengthen and promote the City's mission, vision and core values.
- Prepares and creates newsletters, brochures, pamphlets, website content, news releases, feature articles and special presentations in an effort to promote the City's image by raising the level of public awareness of City operations and accomplishments in providing services to the community.
- Develops strong relationships with news media; writes and distributes press releases and media advisories; answers and/or facilitates responses to media inquiries.
- Supports City officials attending regional/community meeting and events on behalf of the City, by preparing speeches and related meeting materials; in addition represents the City's interests with various government agencies, community groups and related organizations.
- Monitors current legislation and analyzes proposed legislation for its potential impact in relation to the City's interests; writes agenda reports and letters in support or opposition of various legislative issues as directed.
- Schedules the content programming for the City's government access television channel; monitors the channel for technical problems and coordinates the correction of issues; produces original video content, including developing the concept, writing, shooting and editing videos.



- Provides public relations by working with and providing outreach to schools, non-profit organizations, citizens and community groups; analyzes programs and the needs of residents, now and in the future, using a variety of methods, including surveys and community participation.
- Serves a key role monitoring, filtering and disseminating information to the public in the event of a local disaster.
- Provides coordination and issuance of film and still photography permits; monitors filming operations to ensure compliance with the City's Municipal Code.
- May act as an event manager for City events such as, but not limited to: groundbreaking ceremonies, community events, City anniversary/holiday celebrations and park dedications.
- Develops, plans and implements a work plan, goals and objectives in accordance with the core purpose, mission and vision of the City; establishes priorities; develops, recommends, and administers appropriate policies and procedures; monitors the efficiency and effectiveness of service delivery methods and procedures.
- Prepares staff reports, resolutions, ordinances and presentation materials; makes verbal and written presentations to City Council, Planning Commission, community organizations, governmental agencies, and City staff.
- Establishes and maintains effective working relationships with those contacted in the course of work, including: Council Members, Commissioners, representatives of community organizations, state/local agencies and associations, City management, fellow staff, the media, and the public.
- Participates in relevant professional organizations; maintains awareness of new trends and developments in the municipal public information field; incorporates new procedures as needed.
- Performs other related duties as required and necessary for the successful performance of this position.

#### **PHYSICAL, MENTAL, AND ENVIRONMENTAL WORKING CONDITIONS:**

The physical demands described below are representative of those that must be met by an employee to successfully perform the essential functions of the job. Reasonable accommodations may be made upon request, to enable individuals with disabilities to perform the essential functions. Position requires prolonged or intermittent sitting, standing, walking on level, uneven or slippery surfaces, reaching, twisting, turning, kneeling, bending, squatting, crouching and stooping in the performance of daily office activities. The position also requires grasping, repetitive hand movement, and fine coordination in preparing media and agenda reports while using a computer keyboard. Additionally, the position requires near and far vision in reading correspondence and using a computer, and acute hearing is required when providing phone service and communicating in person. The ability to lift, drag, and push files, paper, and documents weighing up to 25 pounds also is required. The ability to carry, set-up, and dismantle portable recording equipment is also required. The employee will be required to travel to different sites and locations; when working outdoors the incumbent may encounter extreme weather conditions, including wet, hot, cold, wind, snow, ice, and heavy vehicle traffic. The noise level in the work environment is usually quiet to moderate when indoors and moderate to loud when outdoors. Due to the unpredictable nature of public information tasks, media schedules, and special events, the position will often be required to perform work during evenings, holidays, and/or weekends, with appropriate adjustments to the work schedule coordinated with the City Manager.

**QUALIFICATIONS:** *(The following are minimal qualifications necessary for entry into the classification.)*

#### **Education and/or Experience:**

Any combination of education and experience that has provided the knowledge, skills, and abilities to successfully perform the essential duties of a **Public Information Officer**. A typical way of obtaining the



required qualifications is to possess four (4) years of increasingly responsible professional experience in journalism, mass media communications, broadcasting, public relations and/or public information services; and a Bachelor's degree in Public Relations, Communications, Journalism, Marketing, English, or a closely related field, from an accredited college or university. Municipal government experience is highly desirable.

**License/Certificate:**

The possession of, or ability to obtain, a valid Class C California driver's license, in order to travel independently within and outside City limits.

**KNOWLEDGE/ABILITIES/SKILLS:** *(The following is a representative sample of the KAS's necessary to perform essential duties of the position.)*

**Knowledge of:**

Principles, practices, techniques and emerging trends related to providing effective public information and community outreach programs; requirements of mass media used in publicity and promotion work, including, print, television, radio, internet, live streaming and social media; techniques in developing audio/video productions and digital media creation; standard operating procedures and legal obligations with respect to the release of data and reports to the public and other agencies; local government administration; methods for evaluating the effectiveness of programs and public information/relation activities; applicable Federal, State, and local laws, codes and regulations, City Municipal Codes, ordinances and resolutions; principles of budget preparation and control; standard office practices, methods, and equipment usage, including a computer, and applicable software; effective techniques for record keeping, report preparation and technical writing; proper English usage, spelling, grammar and punctuation; occupational hazards and standard safety practices.

**Ability to:**

Effectively plan, organize and implement City-wide public information operations/activities; perform technical and professional duties in the operation and maintenance of City-wide multi-media systems and the development and production of communication materials; act as a spokesperson for the City during interviews and other public speaking engagements; create appropriate messages to develop and implement positive public relations and informational programs; organize and prioritize a variety of projects and multiple tasks in an effective and timely manner; develop and implement departmental goals, programs and service-related strategic plans, policies and procedures; acquire a working knowledge of other departmental programs and procedures; apply and ensure compliance with applicable laws, regulations, policies, practices and procedures; perform both complex and routine assignments with accuracy; understand, establish and maintain cooperative working relationships with City officials, staff, other governmental agencies, local organizations, members of the press, community stakeholders, and the public; communicate effectively, both orally and in writing; prepare verbal/visual presentations and written reports, respond to requests and inquiries from the general public; provide positive customer service; comprehend complex questions/issues and provide appropriate information rapidly, accurately and tactfully; carry out assignments and projects without detailed instructions; work independently and as part of a team; exercise sound judgement and creative problem solving skills within established guidelines; observe safety principles and work in a safe manner; work well under pressure, be well organized, be proactive, be flexible and cooperative, discreet and able to maintain confidentiality of sensitive information.

**Skill to:**

Operate standard office equipment, including a computer and variety of word processing and media related software applications, and operate audio and video recording and production equipment.