

PUBLIC INFORMATION OFFICER

SUMMARY/PURPOSE

Oversee and coordinate public information programs for a designated City Department(s); develop publicity activities to heighten awareness for City Department(s) activities, services, and programs; develop and expand communication resources for outreach to the City and citizens using existing and new technology and media.

DISTINGUISHING FEATURES OF THE CLASS

Under the direction of City Administration or a Department Head, and with support from the other City communications employees, act as liaison between the City Department(s), the public, and the news media. Work involves providing strategic policy advice to department management regarding such areas as internal and external communications, media relations, community relations, and public information. Functions as an individual contributor with respect to public information programs; must apply a significant degree of initiative and independent judgment; interfaces frequently with City management and other City staff to present recommendations and administer public information programs.

ESSENTIAL DUTIES AND RESPONSIBILITIES

1. Work directly with administrative staff to develop and implement policies and strategies related to internal and external communications, public relations, marketing, community relations, and public information.
2. Direct the activities of the public relations detail and manage effective relationships with all news media.
3. Coordinate media efforts, press conferences (as needed), and public communications during police emergency response events.
4. Respond to media inquiries related to designated City Department(s) and coordinate interviews and information response.
5. Write, edit, and publish news releases about the designated City Department(s).
6. Support the Administration and Department Head with prewritten statements and messages for media interviews and appearances.
7. Develop mechanisms and strategies to facilitate communication between the Department Heads, Chief Administrative Officer, and employees regarding progress toward organizational goals, changes, and achievements.
8. Represent the department in various dealings with the public or other agencies.
9. Communicate with and advise other departmental staff on service requests, problems, or issues relating to area of responsibility.
10. Oversee media training of key department spokespersons and assist in media relations and procedures.
11. Plan and compose news stories, articles, speeches, radio and television scripts, bulletins, and various periodic and special purpose reports, video/slide productions, brochures, flyers, and promotional/marketing materials as needed.
12. Coordinate special events such as open house programs, displays, and exhibits.
13. Answer written and telephone inquiries regarding City activities.
14. Demonstrate superior seamless customer service, integrity, and commitment to innovation, efficiency, and fiscally responsible activity.
15. Provide effective and efficient liaison efforts with City of Duluth's Communications & Policy Officer.
16. Prepare reports and presentations about City Department(s) for community groups and City Council.
17. Attend neighborhood and communitywide programs as needed.

18. Update and keep current information on the City and department(s) website and intranet through the City's content management system.
19. Assist with recruitment efforts for the department(s), including, but not limited to website, advertisements, and recruitment video and script messages.
20. Assist the staff in the coordination of ceremonial events for the City.
21. Promote special events.
22. Provide content and assist in managing the City and/or department social media efforts (e.g., Facebook, Twitter, Instagram, etc.).
23. Attend conferences, trainings, and other meetings to stay current with successful practices in public information.
24. Manage employee performance, and provide training, coaching, and mentoring for employees.
25. Provide clear, sufficient, and timely direction and information to the employees about plans, expectations, tasks, and activities.
26. Demonstrate highly-effective leadership by promoting and supporting the mission and vision of the organization, recognizing and defining issues, and taking initiative towards improvements.
27. Recommend the hire, transfer, assignment, promotion, employee grievance resolution, discipline, suspension, or discharge of assigned personnel.
28. Establish and maintain positive working relationships with the employees by maintaining two-way communications, producing consistent results, advocating for the team when appropriate, and offering expertise to improve processes, systems, and the organization.
29. Other duties may be assigned.

JOB REQUIREMENTS

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skills, and abilities required.

1. Education & Experience Requirements
 - A. Bachelor's degree in public or media relations, communications, government, or related degree.
 - B. Five (5) years of experience in public relations, journalism, or a related field.
 - C. An equivalent combination of education and progressively responsible experience in general or specialized public or media relations work totaling seven (7) years.
 - D. Supervisory experience preferred.
 - E. Experience working with a government agency preferred.
2. License Requirements
 - A. Possess and maintain a valid Minnesota Class D Driver's License or equivalent.
3. Knowledge Requirements
 - A. Advanced knowledge of social media, print, electronic, radio/television, and other media used to distribute public information.
 - B. Knowledge of principles, techniques, and objectives of public information.
 - C. Knowledge of policies, procedures, and training.
 - D. Knowledge of laws pertaining to the release of information and other data practices application and compliance requirements.
 - E. Understanding of website development and maintenance.
 - F. Knowledge of effective leadership and personnel practices.
4. Skill Requirements
 - A. Excellent verbal/written communication and analytical skills, including, but not limited to newsletters, fact sheets, news releases, and other forms of publicity.
 - B. Produce written documents with clearly organized thoughts using proper sentence construction, punctuation, and grammar.

- C. Exhibit leadership qualities of adaptability, dependability, and accountability.
- D. Proficient use of Microsoft Office products, including Outlook, Word, Excel, and PowerPoint.

5. Ability Requirements

- A. Ability to maintain confidential information.
- B. Ability to communicate in the English language through differing communication mediums and settings.
- C. Ability to establish and maintain professional, effective relationships with media outlets, internal management/non-management employees, City and other government officials.
- D. Ability to analyze and evaluate the feasibility, suitability, and ramifications of public policies and strategies.
- E. Ability to consistently and independently prioritize one's own work and the work of others, including scheduling, assigning staff, and securing resources.
- F. Ability to create and maintain a positive working environment that welcomes diversity, ensures cooperation, and promotes respect by sharing expertise with team members, fostering safe work practices, and developing trusting work relationships.
- G. Ability to use good judgment in decision making.

6. Physical Ability Requirements

- A. Ability to transport oneself to, from, and around sites of public meetings and projects.
- B. Ability to transport, usually by lifting and carrying, materials and equipment weighing up to 25 pounds for public presentations.
- C. Ability to sit for extended periods.
- D. Ability to attend work on a regular basis.

HR: TS	Union: Supervisory	EEOC: Professionals	CSB:	Class No: 1379
WC: 7720	Pay: 1085-1100	EEOF: Police Protection	CC:	Resolution: