

PUBLIC INFORMATION MANAGER

THE POSITION

Under the direction of the Deputy City Manager, plan, develop, organize and manage the activities and operations of the City's Public Information Office (PIO); administer the promotional activities and media relations; direct and evaluate the performance of assigned staff.

ESSENTIAL DUTIES

(These functions are representative and may not be present in all positions in the class. Management reserves the right to add, modify, change or rescind duties and work assignments.)

1. Plans, develops, organizes, oversees and administers a variety of public relations activities, events and advertising to promote positive public information programs; establishes goals and objectives for Public Information Division.
2. Coordinates and oversees activities and communications between the City and community/governmental agencies, organizations and media.
3. Manages and directs the development and implementation of the most effective and appropriate methods for communicating information to the public and stakeholders using various mediums.
4. Develops and coordinates the implementation of publicity and advertising of City activities, and events. Schedule and oversee press conferences, news releases and public service announcements. Writes speeches and makes presentations to the media, community groups and other agency representatives on information regarding departmental issues, programs and activities.
5. Serves as the liaison between departmental executive management and elected officials, various public and private agencies, community organizations and customers for the investigation and response to public relations and media related issues, inquiries and complaints of a sensitive, complex and controversial nature having potential for media coverage and community concern.
6. Advises executive level staff and administrators regarding the more sensitive and controversial City and public affairs and media relations issues; facilitates communication, follows up on required actions, and provides alerts to any critical issues, potential problems or sensitive matters.
7. Facilitates and ensures the timely, coordinated response on all assignments initiated by the executive level staff including requests for information, requests from the elected officials, communications media, other City departments, and administrative communication with other government agencies.
8. Formulates policies and procedures related to the public information programs; plans and administers communication activities by developing and maintaining a proactive communications program with the public, communications media, and through the internet.
9. Oversees the preparation and approves the divisional fiscal budget. Reviews and approves expenditures.

10. Oversees, designs, and coordinates the preparation of effective and timely news releases, newsletters, and other informational and promotional materials concerning City activities related to interaction with the media. Oversees the maintenance of the City's social media presence to effectively communicate services, image and identity.
11. Supervises and evaluates subordinate staff. Plans, directs, and oversees the activities of the Public Information staff engaged in the production, development, publication, and broadcast of information of department policies, services, and activities to the public and the community.
12. Consults with the executive management, division managers, other departments, public and community entities regarding immediate and long-range publicity and public information plans and public service programs, advises executive level management in the formulation of immediate and long-range policy and programs.
13. Prepares, edits and approves prepared speeches, talking points, official statements and other communiqué for the City Council.
14. Analyzes the extent of public understanding of the public education and community outreach programs administered by the division and determines the need for further public information, community outreach and educational activities.
15. Oversees commissions and city affiliated organizations on public affairs and international relations. Collaborate with executive level staff on the continual improvement and evaluation of the effectiveness of existing programs and strategies, and implementation of changes to meet the needs and priorities of the City.
16. Directs and oversees activities of outside consultants in the development and production of communications and media relations work and special media projects.
17. Staffs the emergency operations center during activation following the occurrence of natural or other disaster; provides for contacts and immediate responsiveness to inquiries receiving and accessing information, tailing the message to the audience, other governmental agency leaders, communications media, and others, and advising appropriate personnel.
18. Evaluates and approves bid specifications and request for proposals (RFPs).
19. Performs other related duties as assigned.

QUALIFICATIONS

A typical way to obtain the requisite qualifications to perform the duties of this class is as follows:

Education and Experience:

Bachelor's degree from an accredited four-year college or university in Journalism, Mass Communication or equivalent and four (4) years of increasingly responsible public information administrative experience in a government agency performing functions related to the development, administration, and evaluation of comprehensive

communication programs and communications strategies. Two years of experience must have been supervising administrative staff assigned to a public affairs division such as public relations, community affairs, media relations, or a similar division for a public, non-profit or private agency.

Knowledge of:

- Administration of public information activities and programs.
- Budget preparation, monitoring, and management.
- Cost analysis and basic financial analysis and preparation.
- Public and media relations and promotional techniques and practices.
- Layout and printed materials production.
- City organization, policies, regulations and objectives.
- Effective business oral and communication skills and techniques.
- Principles and practices of staff administration, personnel supervision and training.
- Applicable laws, codes and common industry practices.
- Purchasing practices and procedures and contract administration.

Skill and Ability to:

- Plan, develop, implement and administer public and media relations and related activities for the City.
- Promote and project a positive image of the City through press releases, advertising and media relations.
- Plan, organize and direct the work of subordinates. Evaluate, train and/or discipline personnel.
- Make effective oral presentations and written communications.
- Evaluate and analyze situations effectively and adopt appropriate course of action.
- Work independently and with little or no direction. Meet schedules and timelines.
- Read, evaluate and apply codes, rules, regulations, policies and procedures.
- Establish and maintain effective working relationships.
- Organize and administer multiples projects and assignments.

License:

Possession of a valid California Class C driver's license is required. Employees in this classification will be enrolled in the Department of Motor Vehicles (DMV) Government Employer Pull Notice Program which confirms possession of a valid driver's license and reflects driving record.

Physical Requirements and Working Conditions:

Employee accommodations for physical or mental disabilities will be considered on a case-by-case basis. Positions in this class normally:

- Perform work, which is primarily sedentary.
- May be required to use personal and/or City vehicle in the course of employment.
- May be required to attend periodic evening meetings and/or to travel within and out of City boundaries to attend meetings.
- May be required to work evenings or weekends.
- May be required to respond to emergency situations.
- Require mobility of arms to reach and dexterity of hands to grasp and manipulate small objects.
- Require vision (which may be corrected) to read small print.