

CLASSIFICATION ADDENDUM

Job Title: Public Information and Education Analyst

Classification Specification: Management Analyst

Barg Unit: OPE

Pay Grade: C42

*This classification **addendum** further clarifies job specific duties and requirements of a job within a particular classification. Note: The classification specification document is to be referenced and this document utilized as the addendum (supplement). It is intended to provide additional information, where needed, and is not intended to provide an exhaustive list of duties and responsibilities; specific position assignments will vary depending on business needs.*

Essential Characteristics and Duties Addendum

The Public Information and Education Analyst performs activities planning, developing, organizing, coordinating, and implementing public relations, citizen involvement, and/or education programs for internal and external audiences designed to create increased awareness and understanding, for the Metropolitan Waste Management Commission (MWMC) and Public Works programs. Promotes services and programs through speeches, presentations, newsletters, websites, special events, tours, exhibits, videos, question and answer sessions, and other methods; coordinates advertising time and/or space; coordinates surveys and research; may plan, develop, and coordinate formal marketing program; may complete and submit proposals for grants; provides public relations and media training; coordinates environmental education; utilizes computers and desktop/website publishing software and prepares outreach/educational/informational materials, coordinates publication and oversees distribution; develops and maintains websites. Performs related duties as required.

Qualifications Addendum

An entry-level person would be expected to possess the following or any equivalent combination of knowledge, skills, education and experience in order to successfully perform the job.

Training & Experience:

- In the field of public relations, marketing, communications, journalism, education, or a related field plus sufficient related work experience in public relations, marketing, communications, education, or citizen involvement programs. Experience with water resources management or other environmental management issues is highly desirable.

Licensing Requirements:

- N/A

Knowledge:

- Principles, practices, methods, and procedures for coordinating and operating a public relations and information program;
- The role of public relations in public and private organizations;
- Effective marketing techniques and strategies;
- Curriculum development and education techniques;
- Grant writing, application, and reporting requirements;
- Media requirements and procedures as they relate to public relations and information

Skills: *(Demonstrated skill in performing the following)*

- Successfully marketing a City service or program to a variety of customers;
- Identifying community and group needs, and developing a public relations and information strategy to

Essential Characteristics and Duties Addendum
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match those needs;

Qualification For Grade Progression: N/A

Physical Requirements Addendum

Sedentary Work as defined in the classification specification. Further definition of the physical requirements of the position can be found in a job task analysis. Travel as required.
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Addendum History

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