



Public Information Officer

General Information

Classification Code:	MGTANL
Effective Date:	February 12, 2024
Pay Grade:	C43
FLSA Status:	Exempt

Position Summary

Under the general direction of the City Manager or Assistant City Manager, the Public Information Officer performs a variety of complex public relations activities including developing, planning, and coordinating comprehensive community relations and marketing plans for the City. Plans, develops, creates, organizes, and facilitates public information and coordinates citywide outreach, events, and citizen engagement activities. This position promotes awareness and understanding of City services, policies, projects, and issues. Establishes and maintains effective working relationships with a variety of internal and external contacts including City staff, City management, City elected and appointed officials, media, other governmental organizations, special interest and civic groups, and the public. Works in coordination with other communications staff within the City. Performs other duties of a similar nature or level.

Classification Characteristics

The Public Information Officer fall under the Management Analyst classification. This is the advanced level within the Management Analyst series. Employees at this level have extensive professional experience in the assigned program area and exercise considerable independent judgement in planning and directing program activities. Work is reviewed by a higher-level management for adherence to established policies and for effectiveness and quality of program results. The Public Information Officer works independently and in a team environment.

Management Analysts make process decisions and decide how to best achieve the objectives, standards or guidelines established at higher levels. The advanced level is distinguished from the journey level by the complexity, sensitivity, and decision making involved and the focus upon complex program management. Duties require the application of advanced professional principles and practices in the assigned area with general guidance provided by the supervisor. May include supervision of lower-level support staff or lead responsibilities.

Essential Duties

The duties listed below are a typical sample; position assignments may vary.

- 1 Collaborates and acts as City spokesperson with other government entities, community leaders, local businesses, and media outlets to broaden awareness of the City's programs and priorities. Increases visibility of City in the community, region, and state. Supports and coordinates public involvement or media issues of mutual interest with other jurisdictions.
- 2 Plans, prepares, organizes, facilitates, and delivers City-led communication programs and projects including City-led annual and special events, meetings, community forums, and other activities. Develops an overall communication template to address audience engagement tactics, timelines, required resources, and required permits. Staffs public meetings and gatherings coordinated by the City Manager's Office.
- 3 Writes, proofreads, and edits internal and external communications including print and digital publications, press releases/media advisories, public service announcements, and keynote speeches. Develops social media content in coordination with other departments. Cultivates the City's audience on social media platforms.

Essential Duties	
4	Serves as editor for the development, production, and maintenance of the City's internal and external communication materials including the main website, marketing materials, and annual reports. Collaborates and sets standards for web content with department contacts.
5	Provides general public relations advice, trains, and briefs City leadership on speaking effectively with the public. Speaks publicly at interviews, press conferences, and presentations.
6	Develops clear and accurate communications. Determines best avenue(s) for distribution and utilizes multiple media avenues to target those who will benefit most from the information. Monitors and analyzes external news sources and media coverage. Provides content to internal customers as needed. Takes photos for publications and community relations purposes.
7	Works closely with City leadership to develop key communication messages. Plans, manages, and helps clarify the City's response to events including crises, natural disasters, emergencies, and other critical situations (public health emergencies, budget shortfalls, labor strikes, etc.). Provides input and recommendations related to public reception of proposed policies and actions.
8	Regularly attends City Council meetings, Executive Team and other meetings where collective bargaining strategies may be discussed, formulated, and determined.
9	Participate in contracting process including writing scope of work, scoring, and selecting vendor. Manage contracts by tracking timelines, monitoring consultants, identifying gaps in deliverables, reviewing final report for completeness.
10	Develops methods and processes by which citizens may provide input and feedback to the City. Responds by phone, in person, or in writing to public inquiries, complaints, and requests for information within policy.
11	Performs other duties of a similar nature or level.

Functional Specific Responsibilities
N/A

Qualifications
Minimum Qualifications: <ul style="list-style-type: none"> Bachelor's Degree in a related field and 5 or more years of progressively responsible relevant professional experience or an equivalent combination of education and experience to successfully perform the job. Specialized knowledge specific to area of assignment may be required.
Licensing/Certifications: <ul style="list-style-type: none"> Valid Oregon driver's license at time of appointment and ability to maintain.
Technology Skills: <ul style="list-style-type: none"> Cloud-based data access and sharing software — Google Drive; Microsoft SharePoint Data mining software — Google Analytics Desktop publishing software — Adobe InDesign; Microsoft Publisher Electronic mail software — Microsoft Outlook Graphics or photo imaging software — Adobe Illustrator; Adobe Photoshop Internet browser software — Web browser software Network conferencing software — Microsoft Teams; Zoom Office suite software — Microsoft Office software Presentation software — Microsoft PowerPoint Social media and networking sites — Meta Products; Image and video hosting applications Spreadsheet software — Microsoft Excel Web page creation and editing software — WordPress Word processing software — Microsoft Word

Qualifications

Knowledge Required:

- Administration and Management — Knowledge of business and management principles involved in strategic planning, resource allocation, human resources modeling, leadership technique, production methods, and coordination of people and resources.
- Communications and Media — Knowledge of media production, communication, and dissemination techniques and methods. This includes alternative ways to inform and entertain via written, oral, and visual media.
- Customer and Personal Service — Knowledge of principles and processes for providing customer and personal services. This includes customer needs assessment, meeting quality standards for services, and evaluation of customer satisfaction.
- English Language — Knowledge of the structure and content of the English language including the meaning and spelling of words, rules of composition, and grammar.
- Sales and Marketing — Knowledge of principles and methods for showing, promoting, and selling products or services. This includes marketing strategy and tactics, product demonstration, sales techniques, and sales control systems.

Skills Required:

- Active Learning — Understanding the implications of new information for both current and future problem-solving and decision-making.
- Active Listening — Giving full attention to what other people are saying, taking time to understand the points being made, asking questions as appropriate, and not interrupting at inappropriate times.
- Complex Problem Solving — Identifying complex problems and reviewing related information to develop and evaluate options and implement solutions.
- Coordination — Adjusting actions in relation to others' actions.
- Critical Thinking — Using logic and reasoning to identify the strengths and weaknesses of alternative solutions, conclusions, or approaches to problems.
- Instructing — Teaching others how to do something.
- Judgment and Decision Making — Considering the relative costs and benefits of potential actions to choose the most appropriate one.
- Monitoring — Monitoring/Assessing performance of yourself, other individuals, or organizations to make improvements or take corrective action.
- Negotiation — Bringing others together and trying to reconcile differences.
- Persuasion — Persuading others to change their minds or behavior.
- Reading Comprehension — Understanding written sentences and paragraphs in work-related documents.
- Service Orientation — Actively looking for ways to help people.
- Social Perceptiveness — Being aware of others' reactions and understanding why they react as they do.
- Speaking — Talking to others to convey information effectively.
- Systems Analysis — Determining how a system should work and how changes in conditions, operations, and the environment will affect outcomes.
- Systems Evaluation — Identifying measures or indicators of system performance and the actions needed to improve or correct performance, relative to the goals of the system.
- Time Management — Managing one's own time and the time of others.
- Writing — Communicating effectively in writing as appropriate for the needs of the audience

Abilities:

- Category Flexibility — The ability to generate or use different sets of rules for combining or grouping things in different ways.
- Deductive Reasoning — The ability to apply general rules to specific problems to produce answers that make sense.
- Fluency of Ideas — The ability to come up with a number of ideas about a topic (the number of ideas is important, not their quality, correctness, or creativity).
- Inductive Reasoning — The ability to combine pieces of information to form general rules or conclusions

Qualifications

(includes finding a relationship among seemingly unrelated events).

- Information Ordering — The ability to arrange things or actions in a certain order or pattern according to a specific rule or set of rules (e.g., patterns of numbers, letters, words, pictures, mathematical operations).
- Near Vision — The ability to see details at close range (within a few feet of the observer).
- Oral Comprehension — The ability to listen to and understand information and ideas presented through spoken words and sentences.
- Oral Expression — The ability to communicate information and ideas in speaking so others will understand.
- Originality — The ability to come up with unusual or clever ideas about a given topic or situation, or to develop creative ways to solve a problem.
- Problem Sensitivity — The ability to tell when something is wrong or is likely to go wrong. It does not involve solving the problem, only recognizing that there is a problem.
- Speech Clarity — The ability to speak clearly so others can understand you.
- Speech Recognition — The ability to identify and understand the speech of another person.
- Written Comprehension — The ability to read and understand information and ideas presented in writing.
- Written Expression — The ability to communicate information and ideas in writing so others will understand.

Physical Requirements

Key	None 0% (0 hrs.)	Seldom 1-5% (Up to 1 hrs.)	Occasionally 11-35% (Up to 3 hrs.)	Frequently 36-75% (3-6 hrs.)	Continuous 76-100% (6+ hrs./day)
	0%	1-5%	11-35%	36-75%	76-100%
BODY POSITIONS					
Standing				X	
Sitting					X
Walking – Even Surface		X			
Walking – Uneven Surface		X			
Kneeling	X				
MOVEMENTS					
Bending/Stooping		X			
Twisting		X			
Crawling	X				
Squatting/Crouching	X				
Balancing	X				
Reach – Overhead	X				
Reach – Forward		X			
Reach – Backward	X				
Climbing – stairs	X				
Climbing - ladder	X				
USE OF HANDS					
Grasping – whole hand		X			
Grasping – pinch grip			X		
Fine manipulation/feeling			X		
PUSH/PULL					
0-10 lbs.				X	
11-20 lbs.		X			
21-50 lbs.	X				
51-75 lbs.	X				
76-100 lbs.	X				
ENVIRONMENTAL HAZARDS					
Indoors					X
Outdoors		X			
Dust	X				
Fumes/Odors/Gasses	X				
Chemical Agents	X				
Biological Agents	X				
Noise – Low		X			
Noise – Moderate	X				
Noise – High	X				
Low Light	X				
Heat	X				
Cold	X				
Restricted workspace	X				
Vibration – whole body	X				

Physical Requirements											
Keyboarding				X		Vibration - extremity	X				
LIFT/CARRY						JOB SPECIFIC					
0-10 lbs.			X			Driving – vehicle/equipment	X				
11-20 lbs.		X				Operate foot controls				X	
21-50 lbs.	X					Seeing			X		
51-75 lbs.	X					Talking			X		
76-100 lbs.	X					Hearing		X			
						Extended work hours	X				

Classification History

2016.07 – Created and adopted addendum for Public Affairs Management Analyst
2024.02 – Modifications, title change by HR

I have reviewed the job description.

Employee: Name_____ **Signature**_____ **Date** _____