

PUBLIC INFORMATION OFFICER

General Definition of Work:

FLSA Status: Exempt

Performs responsible professional work coordinating and assisting in the development and implementation of a public information and community relations programs for the City; does related work as required. Work is performed under general supervision of the City Manager.

Essential Functions/Typical Tasks:

Preparing public information materials; developing electronic media; providing public information and enhancing the City's image.

(The following tasks are intended only as illustrations of the various types of work performed. The omission of specific duties does not exclude them from the position if the work is similar, related, or a logical assignment to the position.)

- Develops strategy for communicating the City's message and implements that strategy by designing, producing and developing documents and productions for City awareness.
- Composes and disseminates press releases, media advisories and public service announcements.
- Prepares and conducts public presentations to the community and media; provides information, press releases and articles related to Citywide or department specific programs, events and services.
- Manages the operation and maintenance of the government cable access channel to include live cable casting, tape delay, replay, remote feeds, electronic information messages, and trouble-shooting video equipment problems.
- Responds to inquiries or complaints from the public, regulatory agencies or the business community.
- Provides public relations counsel to the Management Team on the breadth of projects and initiatives undertaken by or impacting the City.
- Develops strategies and policies facilitating a positive, accurate image of the City.
- Advises departments on the optimum approach in public relations and communications and provides assistance in major events.
- Coordinates interdepartmental efforts to develop and maintain the City's website; chairs web committee.
- Establishes and maintains open, effective, two-way communications with media, community groups and governmental entities.
- Coordinates news conferences, briefings and other ceremonies.
- Coordinates public information and media relations during emergency management situations.
- Attends forums, meetings and speaking engagements with community and civic organizations.
- Drafts speeches, letters, and remarks for public officials.
- Performs related work as assigned.

Knowledge, Skills and Abilities:

Thorough knowledge of public information and modern principles and practices of public relations media; thorough knowledge of writing and editing techniques required to prepare reports and related documents; general knowledge of City programs, policies and organizational structure; considerable experience in media and public relations; considerable experience in operating a variety of audio-visual equipment and instruments, such as video cameras, recorders, editors, photographic cameras, slide projectors and film processing equipment; ability to develop promotional copy and perform technical editorial work; ability to write public information reports and releases; ability to work closely at all levels with various citizens, committee, and staff members; excellent interpersonal and communication skills; good research and organization skills; ability to establish and maintain effective working relationships with associates, the media and the general public.

Education and Experience:

Any combination of education and experience equivalent to graduation from an accredited college or university with major course work in communication, journalism or related field and considerable public information experience.

Physical Requirements:

This is sedentary work requiring the exertion of up to 10 pounds of force occasionally, and a negligible amount of force frequently or constantly to move objects; work requires fingering, and repetitive motions; vocal communication is required for expressing or exchanging ideas by means of the spoken word; hearing is required to perceive information at normal spoken word levels; visual acuity is required for color perception, preparing and analyzing written or computer data, operation of machines, operation of motor vehicles or equipment, determining the accuracy and thoroughness of work, and observing general surroundings and activities; the worker is not subject to adverse environmental conditions.

Special Requirements:

Possession of an appropriate driver's license valid in the State of North Carolina.