

## PUBLIC INFORMATION COORDINATOR

PURPOSE: Plan and implement internal and external communications and public relations programs to promote understanding of City activities and philosophies.

FUNCTIONAL AREAS: Under direction:

1. Plan and conduct a public relations program designed to create and maintain a favorable public image for the City.
  - \* A. Plan and direct the development and communication of information to keep the public informed about the City's programs and accomplishments.
  - \* B. Prepare and distribute fact sheets and news releases to the media and community representatives.
  - \* C. Arrange for and conduct public contact programs designed to meet the City's objectives.
  - \* D. Represent the City during community projects and at public, social and business gatherings.
  - \* E. Coordinate and direct public presentations and public events.
  
2. Develop, coordinate and maintain the public complaint program.
  - \* A. Respond to phone calls or written complaints by investigating and/or researching issues to determine course of action.
  - \* B. Collaborate with departments, divisions, or individuals for complaint resolution.
  - \* C. Compile complaint records and notify supervisor of patterns.
  - \* D. Monitor and evaluate the complaint program on an ongoing basis.
  
3. Direct, coordinate and implement the solicitation of funds for special City projects and programs.
  - \* A. Establish fundraising goals according to financial need.
  - \* B. Promote community understanding and support of City programs.
  - \* C. Compile and analyze information about potential contributions to develop contact list and fundraising approach.
  - \* D. Contact potential contributors to solicit funds.
  - \* E. Organize volunteers and plan social functions to raise funds.
  
4. Develop, implement, coordinate and maintain the Information Management Program.
  - \* A. Prepare and maintain records retention schedules.
  - \* B. Develop and communicate rules, regulations and policies for the Information Management Program.
  - \* C. Establish and operate centralized records center.
  - \* D. Assist divisions in applying imaging systems.

- \* E. Develop vital records program.
5. Perform other related tasks as required.
- \* A. Serve as staff person on assigned committees and projects.
  - \* B. Prepare correspondence and speeches for administrators.
  - \* C. Coordinate production and distribution of newsletters, and other special reports of interest to the public or employees.
  - \* D. Perform duties related to the administration of boards and commissions.
  - \* E. Supervise the work of assigned personnel as required.

## **JOB QUALIFICATIONS**

### Education and Experience Requirements:

- ◆ A. Education equal to two (2) year in marketing, journalism, communications, public relations, or related field, and three (3) years of progressively responsible media and/or public relations experience or directly related experience; or
- ◆ B. Combination of education and experience in media and/or public relations or directly related field equal to five (5) years which demonstrates the knowledge, skills, and abilities listed below:

### Knowledge Requirements:

- ◆ A. Knowledge of public relations theories and techniques.
- ◆ B. Knowledge of the organization and methods of operation of various communication media.
- ◆ C. Knowledge of information collection and release methods.
- ◆ D. Knowledge of standard methods and procedures related to grant writing.
- ◆ E. Knowledge of effective supervisory practices.
- F. Knowledge of internal structure of city.
- G. Knowledge of various community groups and organizations.
- H. Knowledge of the principles and practices of public administration.

### Skill Requirements:

- ◆ A. Skill in communicating logically, persuasively and accurately in oral and written forms to individuals and groups for the purpose of obtaining or providing information.
- ◆ B. Skill in organizing programs, projects or events involving diverse groups and factors.
- ◆ C. Skill in investigating by locating, classifying and interpreting a variety of informational, financial and statistical data.
- ◆ D. Skill in working under pressure of time and conflicting demands.

### Ability Requirements:

- ◆ A. Ability to work independently and complete assignments from minimal information

- and under general instructions.
- ◆ B. Ability to work effectively with co-workers, supervisors, employees, media representatives and citizens.
- ◆ C. Ability to read and comprehend complex materials.
- ◆ D. Ability to occasionally lift up to 25 pounds such as boxes containing brochures and equipment used to make presentations.
- ◆ E. Ability to transport oneself to, from, and around work sites and events.
- ◆ F. Ability to attend work on a regular basis.
  
- Essential functions of the job.
- ◆ Job requirements necessary on the first day of employment.

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