

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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WC: 8810	Pay: 135	EEOF: Varies	CC: 20000424	Resolution: 00-0258R