

**CITY OF POMPANO BEACH
CLASS DESCRIPTION**

JOB CODE 845

PUBLIC INFORMATION OFFICER

GENERAL

Professional work in furnishing the news media with information concerning the City, planning, organizing, directing and controlling an extensive communications and public relations program. Work is performed under administrative direction of the City Manager.

EXAMPLES OF ESSENTIAL DUTIES

(These 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.)

Publicizes and promotes varied City programs using a variety of media such as news releases, newsletters and brochures, speech writing, consumer publications, radio and television presentations, news conferences and slide shows.

Responds day, night, and weekends to pages by the news media requesting immediate information or interviews about on-going, recent, and perceived incidents.

Represents the City as spokesperson to the news media and the public, including representing the City at public meetings, news briefings or other public events.

Analyzes extent of public understanding of programs administered by City departments and determines need and type of information and education programs.

Establishes objective information program and determines methods and techniques for accomplishment.

Develops and administers a public awareness program of the goals and services of the City.

Acts as liaison with media representatives from television, radio and newspapers and arranges interviews for them.

Prepares or edits and submits press releases, feature articles and public service announcements.

Plans and produces a wide variety of promotional materials for City.

Plans and participates in meetings with city officials, schools, community groups and the general public for the purpose of information and discussion of City activities or soliciting of public opinion, giving response reports to the City.

Participates in staff meetings to maintain awareness of programs, projects, policies and special activities.

Establishes operating procedures for on-air operations and monitors the technical quality of productions.

Coordinates the operation and routine installation and maintenance of equipment.

Supervises and trains staff in media relations, equipment operations and techniques and maintains photo files, audio and/or video tapes and clipping scrapbook.

Performs related work as required.

KNOWLEDGE, SKILLS AND ABILITIES

General knowledge of the principles, procedures and techniques of communication media and operation of media equipment. Ability to develop and maintain effective working relationship with staff, media and the public. Ability to communicate both orally and in writing with clarity and accuracy. Ability to train others in public relations activities.

MINIMUM QUALIFICATIONS

Bachelor's degree with major course work in communications or a related field. Experience in mass media or public relations. Applicable experience with the printed or electronic media is desirable. A comparable amount of training and experience may be substituted for the minimum qualifications.

PHYSICAL REQUIREMENTS

Must have the use of sensory skills in order to effectively communicate and interact with other employees and the public through the use of the telephone and personal contact as normally defined by the ability to see, read, talk, hear, handle or feel objects and controls. Physical capability to effectively use and operate various items of office related equipment, such as, but not limited to a, personal computer, calculator, copier, and fax machine. Some standing, walking, moving, climbing, carrying, bending, kneeling, crawling, reaching, and handling, pushing, and pulling.

SPECIAL REQUIREMENTS

Possession of a valid, appropriate driver's license and an acceptable driving record.

Rev. 5/99

Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.