



CITY OF BANNING, CALIFORNIA

Public Information Officer

Job Code: 1015

FLSA Exempt Non-Exempt

JOB DEFINITION: Under administrative direction of the City Manager, serves as liaison for the City to the public on a variety of topics; administers community information programs and public outreach for Proposition 218 and other municipal hearings. Outreach platform duties include: research, write and edit press releases, social media management, design, and photo editing; website maintenance; designs, updates and codes weekly html newsletters; publishes City Newsletter to residents "92220" and Employee Newsletter; single point of contact for the Press Enterprise and the Record Gazette for all interviews and requests for information; reviews City-wide outbound communication including legislative action letters; manages the programs and information broadcasted on the City's cable television channel; performs administrative and analytical projects and other related duties as assigned. The incumbent is an "at-will" classification serving at the pleasure of the City Manager.

ESSENTIAL FUNCTIONS: *The following duties **ARE NOT** intended to serve as a comprehensive list of all duties performed by all employees in this classification. Shown are duties intended to provide a representative summary of the major duties and responsibilities. Incumbent(s) may not be required to perform all duties listed and may be required to perform additional, position-specific duties.*

Establishes, promotes and maintains effective relations with the media and advises officials, departments and employees on how to properly frame issues and present information to facilitate public understanding; serves as the primary contact person with the media to ensure a single staff source providing the most accurate information.

Develops, manages and administers strategic communication plans; prepares and oversees the drafting of speeches including the annual State of the City, press releases, public service announcements, brochures, flyers, pamphlets, newsletters, annual reports, articles and scripts for City officials and staff to educate the public and enhance the City's public image including assisting with "branding" the City.

Keeps informed on City programs and projects and provides advice on the method and timing of press releases, press conferences, and media events. Identifies opportunities for promoting the City's programs and projects. Plans, organizes and implements multimedia events and special publicity campaigns for various projects, programs and issues.

Effectively uses the City's cable television channel to disseminate information through community education projects; promote public awareness campaigns and community relations' initiatives.

Coordinate and implement communication strategies regarding both normal and emergency municipal operations.

Coordinate and implement programs to assess customer satisfaction and to promote positive customer relations.

As directed, communicate with influential sites, blogs, and other online communities to develop positive relationships, promote community content, and drive traffic to city website.

REPRESENTATIVE DUTIES:

- Develop, implement, coordinate, and maintain programs and activities which focus upon various community problems (social and economic) and the improvement of inter-group relations within the City.
- Represent community relations with City departments and divisions, other governmental agencies, and with the private sector.

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- Respond to citizen complaints and requests for information pertaining to community/customer Relations issues.
- Participate in the development and monitoring of the program budget.
- Coordinate special City programs for community participation and/or dissemination of community information to the public.
- May manage a variety of grants to community service agencies.
- Represent the City in the community and at professional meetings as required, explaining City policies and programs as required.

KNOWLEDGE and SKILLS:

Knowledge of:

- Principles and practices of public administration, journalism and public relations, including understanding of requirements of various media.
- Requirements of the Freedom of Information Act, Public Records Request Act and the Brown Act.
- Individual and group dynamics including volunteers and community-based organizations.
- Community and multi-cultural structures, issues, and tensions.
- Research techniques, sources, and availability of information, and methods of report presentation.
- Applicable federal, state, and local laws, rules and regulations pertaining to local government operations.

Ability to:

- Analyze a variety of complex problems with emphasis on those related to community relations, political, and social processes, and community needs.
- Communicate clearly and concisely, orally and in writing.
- Ability to analyze complex issues and make recommendations for improvements to policies or management systems
- Properly interpret and make decisions in accordance with laws, regulations, and policies.
- Skill in handling multiple projects, diverse activities and events simultaneously.
- Represent the City effectively in meetings with governmental agencies, community groups, boards and commissions, and the public and building consensus among participants.
- Maintain effective working relationships with elected officials, executive staff, employees, media and the general public and to operate effectively regardless of circumstances.

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- Carry out, under direction, special and continuing assignments requiring organization of materials, concepts and ideas.
- Write creatively and edit reports and publications covering a wide range of subject matter.
- Exercise independent judgment.
- Work effectively with diverse, multi-cultural, religious groups.

MINIMUM QUALIFICATIONS:

Education and Experience:

Any combination of experience and education that would likely provide the required knowledge and abilities is qualifying. A typical way to obtain the knowledge and abilities would be:

Education: Equivalent to a Bachelor's Degree from an accredited college or university with major work in public administration, sociology, political science, or a closely related field.

Experience: Three to five years of work experience in public administration that preferably includes professional experience involving the development and coordination of public affairs, public information, community outreach and social media marketing, community relations and complaint processing; the development, administration and delivery of social oriented community based programs; and working with culturally and ethnically diverse groups; or an equivalent combination of training and experience;

ADDITIONAL REQUIREMENTS: Must have at the time of application and must maintain a California driver license. May be required to work outside the traditional work schedule. May be subject to call out and/or call-back.