

PUBLIC INFORMATION OFFICER

DEFINITION

To plan, organize, coordinate and implement City-wide communications program operations within the City Manager's office; to provide expertise in program elements for the organization; to plan, organize, direct and supervise city government access television station and video productions; and to perform a variety of technical tasks relative to assigned area of responsibility.

SUPERVISION RECEIVED AND EXERCISED

Receives general direction from the Public Affairs and Communications Director.

EXAMPLES OF DUTIES - Duties may include, but are not limited to, the following:

Recommend and assist in the implementation of goals and objectives; establish schedules and methods for City-wide communication programs; implement policies and procedures.

Act as the City's Public Information Officer; direct communication content in newsletters, press releases, city website, and electronic communications; prepare speeches, scripts, responses and related materials for public information purposes; strengthen and promote city identity.

Serve as public information chief in event of emergency in Roseville; support Joint Information Center when requested by Placer County Office of Emergency Services.

Serve as media advisor to the City Council and city staff; provide communications training, editorial direction and marketing support.

Produce, direct and supervise video staff in live television broadcasts of City Council and board/commission meetings, events and emergency situations.

Produce, direct and supervise video staff in the creation of programming for public information and internal and external training purposes including developing the concept, writing, shooting and editing; update City information for broadcast on government access channel.

Oversee the operation of the City's access television channel.

Produce, direct and supervise video staff in the production and/or direction of special location field videos and perform related duties involving planning, script writing, directing and editing.

Evaluate operations and activities of assigned responsibilities; recommend improvements and modifications; prepare various reports on operations and activities.

Participate in budget preparation and administration; prepare cost estimates for budget recommendations; submit justifications for staffing, equipment, materials and supplies; monitor and control expenditure.

Answer questions and provide information to the public; investigate complaints and recommend corrective action as necessary to resolve complaints.

Perform related duties as assigned.

MINIMUM QUALIFICATIONS

Knowledge of:

Principles and practices, and emerging trends in mass and targeted media, community outreach, and image/issue management.

Principles and practices in marketing, public relations, and strategic planning.

Advanced analog and digital audio/video production techniques.

Cable television systems and operations.

Advanced analog and digital audio/visual equipment and operation.

Digital media creation and manipulation; digital video editing and compression

Advanced communication principles.

Principles and practices of multi-media development and presentation methods utilizing a variety of technology.

Principles of budget monitoring.

Principles and practices of safety management.

Pertinent local, State and Federal laws, ordinances and rules.

Ability to:

Organize, implement and direct City-wide public information operations/activities.

Perform technical and professional duties in the operation and maintenance of City-wide multi-media systems and the development and production of communication materials.

On a continuous basis, know and understand all aspects of the job; intermittently analyze work papers, reports and special projects; identify and interpret technical and numerical information; observe and problem solve operational and technical policy and procedures.

On a continuous basis, sit at desk for long periods of time; intermittently twist to reach equipment surrounding desk; perform simple grasping and fine manipulation; use telephone, and write or use a keyboard to communicate through written means; and lift or carry weight of 10 pounds or less.

Understand and interpret the key messages and missions of various departments through programs.

Understand advanced audio, visual and digital equipment operations and basic maintenance

Develop, write and produce effective communication materials using a variety of media. Assist in the development and monitoring of an assigned program budget.

Establish and maintain effective working relationships with those contacted in the course of work.

Communicate clearly and concisely, both orally and in writing.

Experience and Training

A typical way to obtain the required knowledge and abilities would be:

Experience:

Four years of increasingly responsible experience in public relations, communications or broadcasting, preferably in a municipal environment; including one year of technical and functional supervision.

AND

Training:

Equivalent to a Bachelor's degree from an accredited college or university with major course work in communications, journalism, public relations, media communications, broadcasting or a related field.