

## **PUBLIC INFORMATION OFFICER**

### **DEFINITION**

Under general direction, to assist in handling community relations and the general promotion of the City of Montebello; to develop and implement programs designed to raise community awareness of City services, activities, and programs; and to perform related work as required.

### **MANAGEMENT RESPONSIBILITY**

This is a high level staff support position with general responsibility for the organization, development, coordination and completion of complex projects. Represents the City with the community and advises community representatives on City policies, procedures, events and activities. Develops and implements a variety of programs and events to promote the City of Montebello.

### **EXAMPLES OF DUTIES**

Develop and create a variety of promotional materials and programs which provide information regarding City services, activities, events and programs to the community; research, define and analyze effective public relations strategies, followed by continuous evaluation; plan and initiate public relations campaigns, defining goals, analyzing opportunities & liaising with management and internal and external clients; plan and/or coordinate City-wide events with other City staff members; plan and/or coordinate community events, collaborating with co-workers and/or local organizations and community representatives; research, write and edit a variety of articles and coordinate publications such as community and employee newsletters; with administrative approval, identify the need for, write, edit and distribute press releases on various City events, activities policies, functions and programs; represent the City in communicating with the media, as assigned; operate a camera and take photographs for various events such as ground breakings, dedications, etc.; assist in the various exchange programs; assist City Council members with speech writing, memos, correspondence and legislative position letters; perform special projects such as community surveys, special interest studies and staff reports; serve as City's chief website administrator, coordinating related City employee user groups, departmental website administrators and website taskforces; respond to complaints; refer special concerns to the appropriate department and follow-up as necessary; represent assigned functions with City staff and other

governmental agencies as delegated; make public presentations to promote City policies, procedures, events, activities and functions; provide briefings to the Administration on all matters involving public affairs and community relations; attend meetings, including City Council and/or Commission meetings, as assigned.

## **SPECIAL REQUIREMENTS**

Possession of an appropriate and valid California Driver's License.

## **EMPLOYMENT STANDARDS**

Knowledge of:

- Principles, practices and techniques of community relations in a municipal government.
- Basic concepts of public administration in a municipal government setting.
- Basic concepts of graphics and design.
- Modern office methods, procedures and equipment.
- Computer applications including word processing & publishing software.
- Correct English usage, spelling, grammar, punctuation & sentence syntax.
- Research methods and procedures.

And

Ability to:

- Develop and create programs which promote the City of Montebello.
- Write for publication.
- Design and layout written material, graphs and photographs to best present the information.
- Write speeches, articles, memos and correspondence.
- Demonstrate initiative, self motivation and good judgment.
- Prepare a variety of reports and presentations.
- Research, collect and analyze information related to public affairs and community relations.
- Conduct surveys, analyze, compile and present results.
- Interpret, explain and apply a variety of laws, rules and regulations.
- Effectively represent the public service functions of the City with concerned individuals, local organizations, governmental agencies and representatives of the community.

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Ability to continued:

- Establish and maintain cooperative working relationships.
- Communicate effectively orally and in writing.

And

Training and Experience: Any combination of training and experience which would likely provide the required knowledge and abilities is qualifying. A typical way to obtain the knowledge and abilities would be:

Education: College coursework, preferably graduation from an accredited "two year" college or a university with major course work in public administration, business, journalism, English, or a closely related field.

Work Background: Three years of progressively responsible experience in government administration, public relations or closely related field.

March 1998

October 2000

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