



CITY OF POCATELLO CLASSIFICATION SPECIFICATION

Public Information Officer

Department: Mayor's Office

Reports to: Assistant to the Mayor

Pay Grade: H12

Date Established: 1/2015

Date Revised: 07/2018

FLSA Status: Exempt

CLASSIFICATION SUMMARY

The Public Information Officer (PIO) performs promotional and informational work in the preparation of publicity and development of promotional programs and material designed to improve public awareness of City services, programs, activities, plans and projects. The PIO serves as a liaison between the City and the media, writing news releases, planning news conferences, and responding to inquiries from the media.

The PIO serves as a spokesperson of the City and may serve as an adviser to others who are authorized to appear on camera. The PIO escorts reporters and photographers who come to the City offices for interviews and photographs.

The PIO is responsible for the planning, design, and implementation of marketing and public information programs directed at enhancing the City's image. This position may represent the City at public meetings.

The PIO makes presentations to department heads about plans for internal and external communications and assists departments with their communications needs. The PIO is responsible for developing and implementing a long-range communication plan, including measurable goals, and process improvements.

The position includes occasional emergency and after-hours assignments. Coordinates with City emergency response departments to develop a crisis plan that outlines how the City will handle communication during natural disasters and public health emergencies and disseminates the emergency response plan to the public.

The job requires the ability to maintain a collaborative and cooperative working relationship with elected and appointed officials, other City employees, other organizations, and the general public.

The work environment is a Department office with occasional fieldwork that may include exposure to adverse weather conditions. The noise level is generally moderate.

ESSENTIAL DUTIES AND RESPONSIBILITIES *(illustrative only and may vary by assignment)*

In cooperation with City departments, the position compiles and summarizes material and data to be used in presenting information to the news media and the public, and serves as a central point for quality and branding control for all City publications and outreach efforts. Develops and executes the City's social media strategies. Maintains appropriate use of City logos and graphic identity.

Designs and produces wide variety of marketing, economic development, and public relations materials including advertisements, banners, brochures, scripts, photos, videos, and multi-media presentations. Ensure consistency with the City brand and oversee protection of the organization's cultural identity.

Designs, implements, and maintains an effective public information program on either a citywide or departmental basis, serves as the City's spokesperson and primary media liaison, develops positive press release to the media, and provides support to the Mayor and City Council in development of newspaper columns and annual report for internal and external distribution. In collaboration with the Economic Development Specialist develops comprehensive marketing and public information activities for the City.

Keeps the public informed through direct communication including social media sites, informational videos, printed and electronic newsletters newspaper articles, radio, and television press releases, and advertisements.

Makes presentations to business, community, and other groups to present information and answer questions. Develops and maintains media contacts. May arrange interviews and other forms of contact for elected officials. May draft speeches for elected officials and City executives.

Plans and coordinates specific multi-media informational programs to publicize specific department activities. Defines segment of public to be reached, recommends most effective techniques to reach this public, and implements such activities upon approval. May research attitudes, opinions, and perceptions of selected internal and external groups and report that information to elected officials and department heads by collecting and managing constituent concerns via surveys, web applications and focus groups.

Answers inquiries and provides information and assistance to the public by telephone and in person. Works with City staff to gather information requested by a reporter or citizen. Collaborates with the City Clerk to respond to records requests submitted by the media.

Trains City staff on media relations, publicity, and communication techniques in dealing with the public, internal City departments, and the media.

Performs all work duties and activities in accordance with City policies, procedures, and safety practices.

Performs other duties as assigned. Nothing in this job description restricts management's right to assign or reassign duties and responsibilities to this position at any time.

CLASSIFICATION REQUIREMENTS

The requirements listed below are representative of the minimum knowledge, skill, and/or ability required for an individual to satisfactorily perform each essential duty satisfactorily and be successful in the position.

Knowledge of:

- Methods, principles, and practices of writing and editing as applied to public relations and promotions;
- Operations of the City government organizational structure and administrative processes of the City of Pocatello;
- Principles and practices of public relations work including verbal, written, and visual presentations;
- Techniques and procedures for dealing with print, multi-media, video, and broadcast media;
- Techniques and practices for organizing internal and external communication programs and activities;
- Municipal organization and functions and the relationships within municipal government and other levels of government;
- Hardware and software used in the desktop publishing process;
- Effective use of the internet and other alternative media, including fluency in both the use of social media and the means to gauge its effectiveness;
- Customer service methods, techniques, and objectives;
- City policies regarding safe work practices.

Skill and Ability to:

- Produce written and graphic materials for a variety of informational and educational uses;
- Develop understandable public relations training materials to present to City staff;
- Plan and implement public relations campaigns, programs, and special projects;
- Apply principles of marketing and branding to municipal communication functions;
- Serve as a spokesperson and/or represent the City;
- Oversee coordination of special events including news briefings, press tours, and formal events including serving as emcee;

- Create communication strategies for various events sponsored by the City;
- Use computer-aided desk-top publishing hardware and software;
- Prepare clear and accurate press releases, annual reports, newsletters, speeches, brochures, correspondence, and other written materials;
- Develop and implement short- and long-range communications plans for the City;
- Answer inquiries and provide information to the public by telephone and in person, including occasionally dealing with difficult or demanding persons;
- Operate basic video and audio recording and broadcast equipment;
- Operate basic office equipment including a personal computer and job-related software and applications;
- Maintain a professional demeanor at all times;
- Communicate effectively in the English language clearly, concisely and accurately both orally and in writing;
- Complete assignments in a timely fashion;
- Understand and comply with all rules, policies and regulations;
- Perform all duties in accordance with City policies and procedures with regard for personal safety and that of other employees and the public.

ACCEPTABLE EXPERIENCE, TRAINING, LICENSES AND/OR CERTIFICATIONS

- Bachelor's Degree in Marketing, Communications, Public Relations, Broadcasting, Journalism, or a closely-related field is required;
- Minimum of two (2) years full-time professional experience in *either* developing and implementing public information programs *or* as a writer or editor in the print or broadcast media is preferred;
- Professional level work and previous related public sector experience is preferred;
- Accreditation in organizations, such as but not limited to: International Association of Business Communicators (IABC) and Public Relations Society of America (PRSA) preferred;
- Valid Idaho Drivers' License is required.

An equivalent combination of education and experience that provides the required skills, knowledge and abilities to successfully perform the essential functions of the position may be considered.

PHYSICAL REQUIREMENTS

While performing the duties of this classification, the employee is frequently required to stand, walk, sit, stoop, kneel, bend, use hands to handle materials, manipulate tools, keyboard and type, reach with hands and arms, and operate job-related equipment. The employee must occasionally lift and/or move up to 50 pounds with assistance. Sufficient visual acuity and hearing capacity to perform the essential functions and interact with the public is required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.