

PUBLIC INFORMATION OFFICER

DISTINGUISHING FEATURES OF THE CLASS: Under the direction of the Mayor, and with assistance of the City Administrator, this position serves as a link between the City and the community, media, and other government entities. The Public Information Officer supports the Mayor, the City's administrative and management staff in formulating critical incident/emergency response plans, and internal and external communications; facilitating timely dissemination of information about City programs, services and activities. The Public Information Officer is responsible for taking the lead role in representing the City to external audiences through various forms of media, press, and printed publications as well as government access television and website. The incumbent will coordinate press coverage for all major functions of the City and assist with the production of City publications for staff and the community in both print and web formats including newsletters, brochures, posters, flyers, calendar of events, power point presentations and videos. The Public Information Officer performs related work as required.

TYPICAL WORK ACTIVITIES:

Serve as the public information officer, providing in-house expertise in the fields of public information and communications;

Prepare press briefings and written press releases to the media on city issues and represent the City as the City's contact on media inquiries;

Develop, maintain and oversee positive media relations including regular dissemination of news on the City's positive programs, projects, and services; answer media and related inquiries, and produce printed literature;

Research, develop, write, and edit news releases, articles, speeches, and scripts for print and electronic media;

Prepare and distribute informal internal and external information to employees, media, Council members and other community groups;

Plan and coordinate press conferences and other special events;

Create and maintain a repository of media coverage/information about the City, city officials, and/or projects in a format that is usable and accessible by staff and public;

Establish productive working relationships with other government entities, local organizations and residents to increase public awareness of programs and services;

Performs other duties as assigned.

FULL PERFORMANCE KNOWLEDGES, SKILLS, ABILITIES AND PERSONAL CHARACTERISTICS:

Ability to manage multiple tasks and effectively communicate the operation and goals of the organization; demonstrated knowledge of business English, spelling, punctuation and grammar; excellent writing and presentation skills; demonstrated knowledge of Microsoft Word, Excel and Powerpoint at the intermediate level; thorough knowledge of modern principles and practices of public relations; ability to accurately and rapidly compose effective correspondence; ability to work independently and use sound judgment in decisions-making and problem-solving; ability to present ideas in a clear and concise manner, in English, both orally and in writing; ability to establish and maintain effective working relationships with elected officials, department heads, the community and media personnel; ability to complete tasks within established timelines;

initiative, resourcefulness, courtesy, tact, and dependability; physical condition commensurate with the demands of the position.

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(continued)

MINIMUM QUALIFICATIONS: EITHER

- (A) Graduation from a regionally accredited or New York State registered four (4) year college or university with a Bachelor's Degree in English, Journalism, Communication, Public Relations, Marketing or related field and one (1) year of satisfactory experience in journalism, communications, public relations or marketing;

OR

- (B) Graduation from a regionally accredited or New York State registered college with an Associate's degree in English, Journalism, Communication, Public Relations, Marketing or related field and three (3) years of satisfactory experience as defined in (A);

SPECIAL REQUIREMENTS:

Must possess a valid New York State driver's license.