

**PUBLIC INFORMATION OFFICER**

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**DEFINITION**

Under general direction, plans, develops, coordinates, sustains and directs a range of public information and media relation activities and services including customer engagement and outreach strategies and coordination of complex community and cross-departmental communications. Performs other related work as required.

**DISTINGUISHING FEATURES**

The position is responsible for planning, organizing, developing, coordinating, assigning, directing, and evaluating the function of internal and external communication programs. This position provides highly responsible, specialized management assistance by planning, directing, and leading external and internal communications, public and media relations, comprehensive marketing and other programs, studies and projects. The position will lead the effort to strengthen and expand the City's online and social media presence.

**EXAMPLES OF DUTIES**

1. Manages the day-to-day public communications activities of the City of Alameda, including publications, press releases, public inquiries, grant writing, presentations, special event marketing, website content and analytics, and social media management.
2. Develops and implements City-wide communications and engagement policies, practices, and procedures.
3. Serves as a resource and consultant to City departments, helping to identify opportunities and develop strategies to communicate with and engage the residential and business community regarding a range of City issues.
4. Provides management assistance with the development and dissemination of internal communications, including outreach and communication efforts with employee and labor groups
5. Leads the development of strategies, plans, and programs directed to internal and external audiences that result in high quality, timely, and consistent dissemination of a wide range of information.
6. Develops and oversees content for website and internet communications to external and internal audiences.
7. Develops and manages external media relations through anticipation, effective relationship building, and timely communications about public issues.
8. Develops community engagement strategies to inform and empower City residents.
9. Attends community meetings and provides focused staff support regarding media and communications.
10. Develops effective communication strategies to increase and improve community engagement experience with various City programs and services.
11. Manages sensitive press issues and/or may be called out to support emergency communication operations.
12. Develops traditional and non-traditional ways of communicating with residents and the local business community as well as external audiences.
13. Trains staff on communications best practices and trends.
14. Maintains informational resources and libraries.
15. May conduct comprehensive engagement studies and recommendations.
16. May assist in budget and business plan preparation and administration.
17. May supervise, train and evaluate assigned staff.

**EMPLOYMENT STANDARDS**

**Education/Experience**

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

**Education:** Graduation from an accredited four year college or university with major coursework in journalism, public administration, communications, public relations/marketing, or closely related field.

**Experience:** Five years of progressively responsible professional experience in communications, media relations, public information, and the design and analysis of community engagement strategies and programs, preferably for a public entity.

Knowledge

Knowledge of current trends, principals, developments and practices in public relations, media relations and community engagement and outreach; operation of personal computers and information management with proficiency using word processing, spreadsheets, databases, presentation software, and web-based programs specific to social media; modern office practices and procedures including applications of information systems; modern office equipment including personal computers; effective methods of lead and project supervision; a high level of proficiency in English language usage, including excellent spelling, grammar and punctuation skills.

Abilities

Ability to effectively manage, coordinate and administer a range of public information and/or engagement projects and studies; clearly communicate in writing, and in person to a wide and varied audience through a variety of media platforms; establish and maintain effective working relationships with media outlets, elected officials, business partners, business and community groups, outside agencies, employees, other departments, divisions, and the general public; plan, administer and evaluate work programs; prepare and present concise and comprehensive studies and reports for a range of audiences; demonstrate effective leadership and gain consensus and support; set priorities and meet deadlines; perform qualitative research and analysis, and quantitative and general problem solving using superior critical thinking skills; embrace change; interpret and apply established policies, procedures and codes; interpret and apply specialized federal and state legislation and court rulings; interpret and analyze information; draw valid conclusions and project consequences of decisions and recommendations; perform both complex and routine work with speed and accuracy; work effectively under pressure and with frequent interruptions; communicate effectively; provide training and direction to assigned staff; effectively operate a variety of modern office equipment including computers and related software; act with resourcefulness, courtesy and initiative; establish and maintain accurate records; maintain level of knowledge required for satisfactory job performance; and supervise, train, and evaluate assigned staff.

Other Requirements

Selected positions require possession of a valid California Driver's License and satisfactory driving record as a condition of initial and continued employment.