

CITY OF OCEANSIDE

JANUARY 2006
CLASS CODE: 1411UM
UNIT: UNREP/MID-MGMT

PUBLIC INFORMATION OFFICER (CITY)

*Class specifications are intended to present a descriptive list of the range of duties performed by employees in the class. Specifications are **not** intended to reflect all duties performed within the job.*

DEFINITION

Under general direction, to design, develop, organize and manage a comprehensive information and marketing program for the City; coordinate the preparation and dissemination of information and marketing materials to the public, employees and the media regarding City activities and services, and performs other related work as assigned.

EXAMPLES OF DUTIES - *Examples of duties performed by employees in this class may not include all required duties, nor are all listed tasks necessarily performed by everyone in this class.*

Manages the development of a Citywide public information program encourage positive customer contact and ensure appropriate and consistent information to the public. Coordinates information and marketing activities throughout the City. This position ensures that the public information programs are consistent with City policy; provides advice, training and assistance to staff regarding resources, audio-visual techniques, and communications practices; advises City officials on public relations issues involved in their current activities; prepares news releases and feature articles on City-wide events; arranges and coordinates press conferences; and prepares City newsletters.

MINIMUM QUALIFICATIONS

Knowledge of:

Principles and practices of managing and conducting information and marketing programs.
Principles and practices of coordinating a public information program.
Principles and techniques of journalistic writing and reporting.
The fundamentals of news writing, composition, layout and production.
News media sources and resources.
The principles and practices of public relations.
The organization and operations of municipal government.
A variety of multi-media presentation formats.

Ability to:

Write and edit news releases.
Gather and verify news information through interview, observation, and research.
Organize news materials and determine a story slant or emphasis.
Exercise judgment in the release of information.
Communicate effectively both orally and in writing.
Establish and maintain effective relationships with those contacted during the course of work.
Plan and coordinate effective information management and public relations programs for entire city.

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Experience and Training Qualifications

Experience:

Four years of experience as a Public Information Officer in the fields of marketing, public relations, business administration, or a closely related field. Skill in still photography is desirable.

Training:

A Bachelor's degree in journalism, English, public administration, or a closely related field.

License:

A current, valid, California driver's license.

WORKING CONDITIONS

Environmental Conditions:

Office and field environment; exposure to computer screens.

Physical Conditions:

Essential functions may require maintaining physical condition necessary for sitting and standing for prolonged periods of time; speaking and hearing to exchange information; visual acuity to read and interpret information.

***EXAMPLES are examples of duties performed by employees in this class. The list may not include all required duties, nor are all listed tasks necessarily performed by everyone in this class.**

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****SUGGESTED EMPLOYMENT STANDARDS are a guide for determining the education, training, experience, special skills, and/or licenses which may be required for employment in the class. These are re-evaluated each time a recruitment is conducted.**