

CITY OF OCEANSIDE

JANUARY 2006  
CLASS CODE: 1425ME  
UNIT: MECO

### **PUBLIC INFORMATION OFFICER (POLICE)**

*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 public information and marketing program for the Police Department; coordinate the preparation and dissemination of information and marketing materials to the public, employees and the media regarding Police Department 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.*

Develops a public information program for the Police Department; ensures appropriate and consistent information to the public; ensures the Police Department's public information programs are consistent with City policy; provides advice, training and assistance to the Police Department on resources, audio-visual techniques, and communications practices; prepares news releases and feature articles on police events; and prepares a Police Department newsletter.

#### **MINIMUM QUALIFICATIONS**

##### **Knowledge of:**

Principles and practices of 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.  
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 the Police Department.

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**Experience and Training Qualifications**

**Experience:**

Two years of experience as a Public Information Officer in the fields of marketing, public relations, business administration, or an equivalent combination of education and experience.

**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.

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