



PUBLIC INFORMATION OFFICER

City of Milpitas

Effective: 08/92

Revised: 02/94, 09/03,
07/18

EEOC: Officials/Admin

FLSA: Exempt

Unit: Unrepresented

Physical: 1

DEFINITION

Under general direction, develops, implements, and directs the City's strategic communications plan and proactive employee and community communications on City actions, events, programs, and projects.

SUPERVISION RECEIVED AND EXERCISED

Receives direction from the City Manager, Assistant City Manager or designee.

May exercise supervision over interns or other assigned staff.

EXAMPLES OF DUTIES - Duties may include, but are not limited to, the following:

- Serve as spokesperson for the City and answer inquiries from the media, community, organizations, etc. as needed
- Develop and implement an integrated strategic communications plan to advance the City's brand, broaden awareness of its programs and priorities, and increase the visibility of its key messages and programs across the community.
- Work with department Directors and staff on internal and external communication opportunities.
- Write, review, and analyze press releases, speeches, articles for the City Manager, Mayor, and City Council, as needed.
- Coordinate and administer programs involving the community, including individuals, groups, and maintain relationships with outside agencies, organizations, associations, and other external groups.
- Make personal appearances as necessary while fostering community relations through public communications and public community events.
- Actively engage, promote, and manage press relationships to ensure coverage surrounding City programs, special events, public announcements, and other projects.
- Organize and coordinate press conferences, news releases, and public services announcements.
- Stay abreast of new trends and innovations in the field of communications, multimedia technologies, web page design, social media, and emergency communications; manage the public information aspect of the Emergency Operations Center with other key public information officers.

- Develop and control annual fiscal appropriations designated for communication activities.
- Perform related duties as assigned.

QUALIFICATIONS

Knowledge of:

- Principles, practices, and emerging trends of effective public communications and public relations.
- Principles and techniques for the development of press releases, talking points, newsletters, presentations, business correspondence, and information distribution.
- Principles and practices of strategic planning.
- Research and analysis methods and techniques.
- Principles and techniques of advertising, copy writing, layout, and production; equipment, process and techniques of television program production, particularly those commonly found in public access centers.
- Principles and practices of public administration.
- Customs and practices of various public information media.
- Principles and practices of budgeting, communications, modern information systems, project management, and personnel management and supervision.
- Pertinent Federal, State, and local laws, codes, and regulations.
- Conflict resolution skills.

Ability to:

- Manage, plan, coordinate, and organize an effective public communication program.
- Speak effectively before a wide range of public and private organizations and officials and media representatives.
- Work closely and effectively with community outreach programs.
- Build constructive relationships by promoting and developing effective partnerships with other departments, employees, citizens, outside agencies, the media, businesses and other groups.
- Work independently with minimal supervision.
- Made decisions in changing environments and anticipate future needs.
- Exercise excellent judgement and creative problem solving skills.
- Collect, evaluate, interpret, and effectively communicate technical data and strategic information to the media and the public.
- Plan, organize, and produce public information programming.
- Communicate clearly and concisely, both orally and in writing.
- Communicate effectively with staff, elected officials, lobbyists, legislators, and other government officials; communicate technical information including complex rules, regulations, legislation, and laws in a manner that is appropriate for the intended audience.
- Learn, interpret, and implement Federal, State, and local laws and regulations relative to program areas of responsibility.

- Plan, develop, and execute education materials for public distribution, either in print or electronically.
- Establish and maintain effective working relationships with those contacted in the course of work.

EDUCATION AND EXPERIENCE

A Bachelor’s degree from an accredited college or university with major coursework in public relations, communications, journalism, advertising, or related field.

Four (4) years of increasingly responsible experience in a public relations or communications function.

An advanced degree is highly desirable.

SPECIAL REQUIREMENTS:

Essential duties require the following physical abilities and work environment.

Work is performed primarily in an office environment and at various sites; extensive use of the telephone, radios, and computers with repetitive keyboarding; ability to drive to various locations occasionally.

Approved by:

City Manager

Date

Human Resources Director

Date

In compliance with the Americans with Disabilities Act, the City of Milpitas will provide reasonable accommodation to qualified individuals with disabilities and encourages both prospective and current employees to discuss potential accommodations with the Human Resources Department.

The City of Milpitas is an Equal Opportunity Employer.

