



PUBLIC INFORMATION OFFICER
FLSA: Exempt
Grade 28 \$50,687.66 - \$81,100.26

GENERAL DEFINITION

This is a responsible, professional position that involves developing, planning, coordinating, implementing, and analyzing City-wide public information, public education, public relations campaigns, and communications programs to effectively communicate and promote the City operations and administration. Through all available media, the position focuses on communicating the City's vision, mission, and strategic goals and objectives. Employees in this position are responsible for representing the City Administration to various media representatives, e.g., television, radio communications. Under the direction of the City Manager's office, this employee exercises independent judgment and initiative in performing work assignments. This position will also be a member of the City's Emergency Management Team.

This is a position in the non-classified service. Work is performed independently under the general supervision of the City Manager or his/her designee. The individual in this position makes significant decisions in accordance with City policies, procedures, law, or regulatory requirements and makes major policy recommendations with organization-wide impact to the City Manager and/or his/her designee.

ESSENTIAL JOB DUTIES

The list of duties and functions, as outlined herein, is intended to be representative of the type of tasks performed within this classification. They are not listed in any order of importance. The omission of an essential function does not preclude management from assigning duties not listed herein if such functions are a logical assignment to the position.

- Develops, implements and manages the City-wide comprehensive communications strategy for the dissemination of information to internal, external, and media contracts.
- Develops and implements public information and education programs, public relations, and marketing plans to promote and enhance the City's image by implementing multifaceted, on-going, long-range, strategic public relations, and marketing plans.

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- Coordinates, the preparation of the monthly, quarterly, bi-annual, and other communications so that all publications are published in a timely manner with accurate information.
- Oversees the management and updating of City website, social media, and broadcast services activities.
- Develops guidelines for the implementation and adherence to the City's communications policies and procedures regarding public information initiatives.
- Prepares, creates, and develops brochures, folders, manuals, packets, and other information/educational pieces as directed.
- Researches information for news stories and media press releases; serves as the point of contact between the news media and the City.
- Work with various City departments to plan, develop coordinate, and implement events to showcase the City, i.e., openings, ceremonies, dedications, etc.
- Use all media formats i.e., television, radio, digital photography, print, and the Internet to communicate with the widest audience possible.
- Serves as the primary spokesperson and speechwriter for the City.
- Maintains current knowledge of trends and developments in the field of public sector communications and administration for application to functions undercharge.
- Serves as the key advisor to all departments on the planning, development, implementation, and control of communications, marketing, and public relations.
- Provide quality services in a cost-effective manner and to recommend improved methods of performing the work.
- Develops effective strategies to address potential issues that may impact the City's image in the short, medium and long-term.
- Serves as liaison to media for Emergency Operations Center
- Assists in the development and implementation of communications strategies, campaigns, events, and other initiatives, with a primary focus on developing relationships with the public through the use of social/new media.
- Represents the city during community projects and at public, social, and business gatherings.
- Attends homeowner's meetings, business groups and other civic associations as needed.

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KNOWLEDGE, SKILLS & ABILITIES

- Comprehensive knowledge of the principles and practices applied to the organization, management, and administration of public sector communications management.
- Substantial knowledge of marketing principles, public administration, public and media relations, and mass communications theory.
- Substantial knowledge of the body of available and current information resources applicable to the municipal public administration for technical research purposes and for special projects as may be assigned by the City Manager or City Administration.
- Substantial knowledge of marketing, communications, and regulatory standards applicable to the management and administration of a comprehensive public relations program.
- Considerable knowledge of modern office practices, with emphasis on computer literacy, word processing, spreadsheet applications, and electronic records and file management.
- Ability to interpret rules, regulations, and policies for effective decision-making in accordance with established precedent.
- Ability to establish and maintain effective working relationships with employees, division and department heads, public/private sector contacts, and City Administration.
- Ability to establish and maintain effective working relationships with internal and external customers, as well as governing and appointed authorities.
- Executive-level interpersonal, leadership, planning, and management skills.
- Ability to communicate professionally verbally, in writing, and in presentations.
- A strong customer service orientation in work and communication with coworkers, management, elected officials, and citizens.
- Demonstrate integrity, inventiveness, and equality in the performance of assigned tasks.

PHYSICAL REQUIREMENTS

The City of Oakland Park is an Equal Opportunity Employer. In compliance with the Americans with Disabilities Act (42 U.S. C. 12101 et. seq.), the City of Oakland Park will provide reasonable accommodations to qualified individuals with disabilities and encourages both prospective and current employees to discuss potential accommodations with the employer. The physical

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demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job.

Tasks involve the ability to exert light physical effort in sedentary to light work, but which may involve some lifting, carrying, pushing and/or pulling of objects and materials of lightweight (5-15 pounds). Tasks may involve extended periods of time at a keyboard or workstation. Work is performed in usual office conditions with rare exposure to disagreeable environmental factors. Some tasks require visual abilities. Some tasks require oral communication ability.

MINIMUM ACCEPTABLE EDUCATION, TRAINING & EXPERIENCE

Bachelor's degree from an accredited college or university with major in Marketing, Journalism, Public Communications, or related field; supplemented by 3 – 5 years experience in municipal public relations and administration, the majority of which shall be in professionally representing the agency in written, verbal and personal contexts; or an equivalent combination of education, training, and experience.

PREFERRED QUALIFICATIONS

Past Experience working in print, broadcast, or social media. Media-savvy with a track record of both responsive and proactive communications, marketing, and promotional efforts. Bilingual a plus.

Public Information Officer training

Emergency Management training

National Incident Management System (NIMS) Certification

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I _____ have read and acknowledge receipt of the job classification.

Employee signature

Date