



January 2019
Class Code: A-54
FLSA: Non-Exempt

PUBLIC INFORMATION OFFICER

DEFINITION

Under general direction, performs a variety of professional and administrative activities in support of District's communication, media relations and community outreach programs; serves as liaison between the District and other public agencies, professional organizations, community and industry groups, education community, and the media; creates and develops a variety of materials and other services for dissemination through communications, media, public outreach meetings and events; and performs related work as required.

SUPERVISION RECEIVED AND EXERCISED

Receives general direction from the Director of Communications. May exercise supervision over part-time outreach staff.

CLASS CHARACTERISTICS

This is a professional classification responsible for coordinating, designing, and scheduling of public outreach and media events. Incumbents regularly work on tasks which are varied and complex, requiring considerable discretion and independent judgment. Positions in the classification rely on experience and judgment to develop, plan and implement community outreach programs. Assignments are given with general guidelines and incumbents are responsible for establishing objectives, timelines, and methods to develop public affairs programs. Work is typically reviewed upon completion for soundness, appropriateness, and conformity to policy and requirements.

EXAMPLES OF TYPICAL JOB FUNCTIONS (Illustrative Only)

Job functions and performance are subject to provisions contained within the Personnel and Salary Resolution and Memorandum of Understanding applicable to the specified job classification. Management reserves the right to add, modify, change, or rescind the work assignments of different positions and to make reasonable accommodations so that qualified employees can perform the essential functions of the job.

- Performs a variety of public outreach and community relations activities, events, and public awareness programs for the dissemination of information regarding District operations, policies, and procedures.
- Prepares news releases and arranges media interviews; drafts public service announcements; establishes and maintains effective media relations; coordinates and assists with media activities and events; assists other departments in the preparation of announcements and public information materials; develops materials for Board of Trustees meetings.
- Develops, designs and edits District publications requiring graphic content and design; compiles information and images through research; creates original content and designs for the District's social media and print publications including the annual report and budget book; prepares newsletters, news

releases, feature articles, fact sheets, brochures, photographs, and other materials for broadcast, online, and social media; aligns work products with District's communication priorities.

- Oversees assigned public awareness campaigns, community outreach programs, and internal communication projects; designs and develops supporting materials; organizes and coordinates deadlines and production schedules to carry out programs.
- Coordinates, schedules and assists in set up of community events; develops internal and external communications and publications; determines and distributes information and communications through a variety of outlets including, traditional media, online media, and social media platforms.
- Serves as on-going liaison and represents the District with designated governmental agencies and other industry, professional, community groups and organizations; attends meetings and provides information on District programs and projects; works with other District staff to formulate methods and approaches for addressing community and agency concerns; fosters and promotes positive relations with District employees and departments, public community groups, schools, and other local government agencies.
- Assists with the District's website and works with staff/managers to develop and update content.
- Attends and participates in professional group meetings; stays abreast of new trends and innovations in the field of vector management and other types of public services as they relate to public information and communications.
- Observes and complies with all District and mandated safety rules, regulations, and protocols.
- Performs other duties as assigned.

QUALIFICATIONS

Knowledge of:

- Principles, techniques, and methods of public information, outreach, and community relations including advertising and public relations industry trends.
- Basic principles and practices of vector ecology operations and services.
- Methods and techniques of graphic design, layout and print production.
- Methods and techniques of facilitating meetings and conducting presentations.
- Principles, techniques and procedures used in preparing information for dissemination through various media.
- Community demographics in the District's service areas.
- Principles and techniques for working with groups and fostering effective team interaction to ensure teamwork is conducted smoothly.
- Applicable federal, state, and local laws, regulatory codes, ordinances, and procedures relevant to assigned area of responsibility.
- District and mandated safety rules, regulations, and protocols.
- Techniques for providing a high level of customer service by effectively dealing with the public, vendors, contractors, and District staff.
- The structure and content of the English language, including the meaning and spelling of words, rules of composition, and grammar.
- Modern equipment and communication tools used for business functions and program, project, and task coordination, including computers and software programs relevant to work performed.

Ability to:

- Apply special graphic production techniques in the distribution of informational materials, including video production.
- Design creative and attractive public information posters, flyers, and postcards.
- Prepare a diverse range of presentations and public information materials.
- Prepare clear and concise communications aligned with the District's priorities.
- Understand, interpret, and apply all pertinent laws, codes, regulations, policies and procedures, and standards relevant to work performed.
- Effectively represent the department and the District in meetings with governmental agencies; community groups; various business, professional, and regulatory organizations; and in meetings with individuals.
- Independently organize work, set priorities, meet critical deadlines, and follow-up on assignments.
- Use tact, initiative, prudence, and independent judgment within general policy, procedural, and legal guidelines.
- Effectively use computer systems, software applications relevant to work performed, and modern business equipment to perform a variety of work tasks.
- Communicate clearly and concisely, both orally and in writing, using appropriate English grammar and syntax.
- Establish, maintain, and foster positive and effective working relationships with those contacted in the course of work.

Education and Experience:

Any combination of training and experience that would provide the required knowledge, skills, and abilities is qualifying. A typical way to obtain the required qualifications would be:

Equivalent to a bachelor's degree from an accredited college or university with major coursework in communications, journalism, public relations, or a related field; and three (3) years of experience providing professional support to a comprehensive public communications program.

Licenses and Certifications:

- Possession of, or ability to obtain, a valid California driver's license by time of appointment.
- Possession of, or ability to obtain, certification in Public Health Vector Control Categories A – D, as required by the California Department of Public Health, within one year of appointment and maintained throughout employment with the District.

PHYSICAL DEMANDS

Must possess mobility to work in a standard office setting and use standard office equipment, including a computer; vision to read printed materials, a computer screen, and to operate a motor vehicle to visit various District sites; and hearing and speech to communicate in person and over the telephone. This is primarily a sedentary office classification although walking and standing in work areas and walking between work areas may be required. Finger dexterity is needed to access, enter, and retrieve data using a computer keyboard or calculator and to operate standard office equipment. Positions in this classification occasionally bend, stoop, kneel, reach, push, and pull drawers open and closed to retrieve and file information. Employees must possess the ability to lift, carry, push, and pull materials and objects up to 50 pounds in all cases with the use of proper equipment and/or assistance from other staff.

ENVIRONMENTAL CONDITIONS

Employees work in an office environment with moderate noise levels, controlled temperature conditions, and no direct exposure to hazardous physical substances. Employees also work in the community and may be exposed to vermin, insects and parasites. Employees may interact with upset staff and/or public and private representatives in interpreting and enforcing departmental policies and procedures.