

SENIOR PUBLIC INFORMATION SPECIALIST

DEFINITION

To lead and/or perform advanced and complex public information duties for an assigned department including responding to requests from the public, elected officials, news media and employees; plan, coordinate and disseminate information and marketing materials using print and digital media; and perform other duties as assigned.

DISTINGUISHING CHARACTERISTICS

This is the advanced journey and/or lead level class in the Public Information Specialist series. Incumbents perform the full range of duties as assigned and receive only occasional instruction or assistance as new or unusual situations arise; and are fully aware of the operating procedures and policies of the work unit. Employees in this class are distinguished from the Public Information Specialist class by the advanced level of difficulty of assignments, greater independence, and full project management responsibility. Additionally, employees in this class are further distinguished from the Public Information Specialist in that that Senior level may provide technical and/or functional guidance over assigned staff.

SUPERVISION RECEIVED AND EXERCISED

Receives direction and general supervision from an assigned supervisor.

May exercise technical and functional supervision over assigned staff.

ESSENTIAL FUNCTIONS – Functions may include, but are not limited to, the following:

Develop, coordinate and execute various public information, communications and marketing activities for an assigned department; may lead the work of subordinate staff, contractors, and/or volunteers assigned to public information activities.

Perform specialized technical and highly detailed work in the preparation, review, and processing of department information, marketing materials and other related documents.

Respond to general inquiries from the public, elected officials, news media representatives, businesses, professional associations, civic organizations and City staff regarding the assigned department, its information products, programs, and projects, face-to-face as well as via email, telephone, fax and written correspondence.

Draft and distribute press releases and other marketing materials; edit, update, type and distribute information and media releases.

Draft speaking points and scripts for department staff.

Research, write, and post information concerning departmental activities and services to the City website; maintain and update content on the department webpages, both internal and external.

Create, write, post and send information via a variety of electronic and social media platforms; monitor engagement on departmental social media platforms and respond to inquiries.

Lead regular department social and print media content planning meetings and collaborate with other department staff on contributions, if applicable.

Assist in planning media, promotional and other departmental special events.

Take and edit photographs and video footage of department events and activities for internal and public dissemination; perform post-production work as necessary to obtain final product; maintain a current catalog of images for use by department and City staff.

Develop and recommend strategies and outlets for promoting department programs and services.

Develop and recommend appropriate messaging and communication strategies during department-related crises or emergencies.

Proofread and check various documents and reports for accuracy, completeness and compliance with departmental policies, laws and other regulations.

Monitor City and department media coverage; maintain current news media mailing list and other mailing lists for publications and services.

Provide information to City employees and others that require the use of judgment and the interpretation of policies, laws, rules and procedures.

Coordinate print production process including securing vendor printing/copy quotes, coordinating electronic delivery of artwork and coordinating final proofing process.

Coordinate full-cycle production of small- and large-scale department video projects for release on City and department communication channels and social media; research vendors and draft Requests for Proposals for more complex projects.

Perform various administrative support duties; receive and respond to inquiries regarding programs, services and volunteer opportunities; answer the telephone, respond to email and social media posts; prepare written reports and correspondence; copy and file media related documents; perform data entry; organize and maintain various files; type correspondence, reports, forms and other documents.

Exercise discretion in dealing with confidential matters and perform with a great deal of autonomy.

Build and maintain positive working relationships with co-workers, other City employees, the media and the public using principles of good customer service.

Perform other related duties as assigned.

MINIMUM QUALIFICATIONS

Knowledge of:

Practices and procedures of utilizing current website and social media platforms

Communication strategies for public agencies and general publication techniques and practices.

Communication practices for internet and social media practices, and website communications.

Print media writing principles and style.

Electronic hardware and software applications commonly used to prepare written publications and documents, images, and audio/video files.

Basic photography principles and equipment, layout and design skills.

Record keeping requirements, rules and regulations related to assignment.

Basic business data processing principles and applications.

Modern office practices and procedures; computer equipment and software applications related to assignment.

English usage, spelling, grammar and punctuation.

Ability to:

Perform complex and specialized technical and clerical work related to the preparation, processing and maintenance of departmental webpage and social media platforms.

Exercise good judgment in the application and interpretation of policy, regulations, and procedures related to assignment.

Prioritize work, coordinate several activities simultaneously and follow up as required.

Operate standard office equipment.

Work effectively in the absence of supervision.

Communicate clearly and concisely, both orally and in writing.

Establish and maintain effective working relationships with those contacted in the course of work.

Work with various cultural and ethnic groups in a tactful and effective manner.

Experience and Training

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

Experience:

Three years of journey-level communications/public information experience.

Training:

Equivalent to a Bachelor's degree in communications, media, marketing, or a related field.

PHYSICAL DEMANDS

On a continuous basis, sit at a desk for long periods of time. Intermittently twist and reach office equipment; write or use keyboard to communicate through written means; may intermittently lift light weigh up to 25 pounds.

WORKING ENVIRONMENT

Primary work is performed indoors in a carpeted and air-conditioned office environment with fluorescent lighting and moderate noise level; there is some exposure to the external environment when going to outlying offices and meetings. Work is frequently disrupted by the need to respond to in-person and telephone inquiries.

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