

## Title: Public Information Officer

FLSA Status: Exempt

SAFETY STATUS: Non Safety Sensitive Position

### BRIEF DESCRIPTION:

This position is responsible for creating and maintaining internal and external mass communications among city staff and the general public, promotes media relations and publicity for the city, fosters civic involvement and awareness of City activities, services, and programs. Serves as general support to all departments as needed. Other duties include completing routine clerical tasks and support activities. All other duties as assigned. Regular and reliable attendance is a necessary component of this position.

### REPORTS TO:

This position reports to the City Manager.

### SUPERVISES:

None

### ESSENTIAL FUNCTIONS:

Note: This information is intended to be descriptive of the key responsibilities of the position. The list of essential functions below does not identify all duties performed by any single incumbent in this position. Additionally, please be aware of the legend below when referring to the physical demands of each essential function.

(S) Sedentary	(L) Light	(M) Medium	(H) Heavy	(V) Very Heavy
Exerting up to 10 lbs. occasionally or negligible weights frequently; sitting most of the time.	Exerting up to 20 lbs. occasionally; 10 lbs. frequently; or negligible amounts constantly; OR requires walking or standing to a significant degree.	Exerting 20-50 lbs. occasionally; 10-25 lbs. frequently; or up to 10 lbs. constantly.	Exerting 50-100 lbs. occasionally; 10-25 lbs. frequently; or up to 10-20 lbs. constantly.	Exerting over 100 lbs. occasionally; 50-100 lbs. frequently; or up to 20-50 lbs. constantly.

#	Code	Essential Functions	% of Time
1	M	Works with City staff to proactively generate positive news stories about City services. Designs, coordinates, produces media releases, advisories, public service announcements, newsletters, annual reports, special reports for City administration, and other City publications or communications including brochures, flyers, invitations, and other outreach material. Assist with press releases. Performs other job-related duties as directed by the City Manager.	60%
2	M	Coordinates City social media (Facebook, Twitter, etc.) accounts; creates content for publishing. Maintains City website, serves as the point of contact for website changes and additions. Operates broadcasting equipment during City Council meetings.	25%
3	M	Assist in responding to information requests from the media and the general public. Assist the City Manager with media relations in a crisis or emergency situations.	15%

**JOB REQUIREMENTS:**

-Description of Minimum Job Requirements-	
Formal Education	Work requires knowledge necessary to understand basic operational, technical, or office processes. Level of knowledge equivalent to four years of high school or equivalency. Bachelor's Degree in journalism, communications, Business or Public administration, or a related field preferred.
Experience	Under and including one year.
Supervision	Work requires the occasional direction of helpers, assistants, seasonal employees, interns, volunteers or temporary employees.
Human Collaboration Skills	Work may require providing advice to others outside direct reporting relationships on specific problems or general policies. Contacts may require the consideration of different points of view to reach agreement. Elements of persuasion may be necessary to gain cooperation and acceptance of ideas.
Freedom to Act	Receives Administrative Direction: Within this job, the employee normally performs the duty assignment within broad parameters defined by general organizational requirements and accepted practices. Total end results determine effectiveness of job performance.
Technical Skills	Advanced: Work requires advanced skills and knowledge in approaches and systems, which affect the design and implementation of major programs and/or processes organization-wide. Independent judgment and decision-making abilities are necessary to apply technical skills effectively.
Fiscal Responsibility	Does research for documents, compiles data for computer entry, and/or enters or oversees data entry. Has responsibility for monitoring budget/fiscal expenditures (typically non-discretionary expenditures) for a work unit of less than department size (programs, activities, projects or small organizational units) or responsibility for fiscal management of capital projects(s).
Reading	Advanced - Ability to read literature, books, reviews, scientific or technical journals, abstracts, financial reports, and/or legal documents. Ordinarily, such education is obtained at the college level or above. However, it may be obtained from experience and self-study.
Math	Advanced - Ability to apply fundamental concepts of theories, work with advanced mathematical operations methods, and functions of real and complex variables. Ordinarily, such education is obtained at the college level or above. However, it may be obtained from experience and self-study.
Writing	Advanced - Ability to write editorials, journals, speeches, manuals, or critiques. Ordinarily, such education is obtained at the college level or above. However, it may be obtained from experience and self-study.
Certification & Other Requirements	Valid Texas driver's license

**OVERALL PHYSICAL STRENGTH DEMANDS:**

-Physical strength for this position is indicated below with "X"-				
Sedentary	Light	Medium	<b>X</b> Heavy	Very Heavy
Exerting up to 10 lbs. occasionally or negligible weights frequently; sitting most of the time.	Exerting up to 20 lbs. occasionally, 10 lbs. frequently, or negligible amounts constantly OR requires walking or standing to a significant degree.	Exerting 20-50 lbs. occasionally, 10-25 lbs. frequently, or up to 10 lbs. constantly.	Exerting 50-100 lbs. occasionally, 10-25 lbs. frequently, or up to 10-20 lbs. constantly.	Exerting over 100 lbs. occasionally, 50-100 lbs. frequently, or up to 20-50 lbs. constantly.

**PHYSICAL DEMANDS:**

C Continuously 2/3 or more of the time.	F Frequently From 1/3 to 2/3 of the time.	O Occasionally Up to 1/3 of the time.	R Rarely Less than 1 hour per week.	N Never Never occurs.
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Note: This is intended as a description of the way the job is currently performed. It does not address the potential for accommodation.

-Physical Demand-	-Frequency-	-Brief Description-
Standing	F	communicating with co-workers
Sitting	F	desk work, meetings, driving
Walking	F	to other departments/offices/office equipment
Lifting	O	files, supplies
Carrying	O	files, supplies
Pushing/Pulling	O	files drawers, tables, chairs
Reaching	O	for supplies, for files
Handling	F	paperwork, monies
Fine Dexterity	F	computer keyboard, calculator, telephone pad
Kneeling	O	filing in lower drawers, retrieving items from lower shelves/ground
Crouching	O	filing in lower drawers, retrieving items from lower shelves/ground
Crawling	N	
Bending	O	filing in lower drawers, retrieving items from lower shelves/ground
Twisting	C	from computer to telephone
Climbing	O	ladders, stairs, step stool
Balancing	O	on ladders, on step stool, on equipment
Vision	F	driving, reading, computer screen
Hearing	F	communicating with co-workers and public and on telephone, listening to equipment
Talking	F	communicating with co-workers and public and on telephone
Foot Controls	O	driving
Other (specified if applicable)		

**MACHINES, TOOLS, EQUIPMENT, SOFTWARE, AND HARDWARE:**

Telephone, copier, fax, calculator, computer and associated hardware and software.

**ENVIRONMENTAL FACTORS:**

C	F	O	R	N
Continuously	Frequently	Occasionally	Rarely	Never

D	W	M	S	N
Daily	Several Times Per Week	Several Times Per Month	Seasonally	Never

-Health and Safety Factors-	
Mechanical Hazards	O
Chemical Hazards	R
Electrical Hazards	R
Fire Hazards	R
Explosives	N
Communicable Diseases	N
Physical Danger or Abuse	N
Other (see 1 below)	N

-Environmental Factors-	
Respiratory Hazards	S
Extreme Temperatures	W
Noise and Vibration	M
Wetness/Humidity	D
Physical Hazards	N

(1) N/A

**PROTECTIVE EQUIPMENT REQUIRED:**

None

**NON-PHYSICAL DEMANDS:**

F	O	R	N
Frequently From 1/3 to 2/3 of the time	Occasionally Up to 1/3 of the time	Rarely Less than 1 hour per week	Never Never occurs

-Description of Non-Physical Demands-	-Frequency-
Time Pressure	F
Emergency Situation	O
Frequent Change of Tasks	O
Irregular Work Schedule/Overtime	O
Performing Multiple Tasks Simultaneously	F
Working Closely with Others as Part of a Team	F
Tedious or Exacting Work	O
Noisy/Distracting Environment	O
Other (see 2 below)	N

(2) N/A

**PRIMARY WORK LOCATION:**

Office Environment	X	Vehicle	
Warehouse		Outdoors	
Shop		Other (see 3 below)	
Recreation/Neighborhood Center			

(3)N/A

**SIGNATURE – REVIEW AND COMMENTS:**

I have reviewed this description and understand the requirements and responsibilities of the position.

\_\_\_\_\_  
Signature of Employee

\_\_\_\_\_  
Date

\_\_\_\_\_  
Job Title of Supervisor

\_\_\_\_\_  
Signature of Supervisor

\_\_\_\_\_  
Date

\_\_\_\_\_  
Job Title of Department Head

\_\_\_\_\_  
Signature of Department Head

\_\_\_\_\_  
Date

Comments: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

The above statements are intended to describe the general nature and level of work being performed by individuals assigned to this position. They are not intended to be an exhaustive list of all responsibilities, duties, and skills required. This description is subject to modification as the needs and requirements of the position change.