



Communications Strategist/Public Information Officer

Department:	Community Services	Pay Grade:	NR-10*
Bargaining Unit:	AFSCME	FLSA Status:	Non-exempt
Revised Date:	01/08/2020	Reports To:	Community Services Director

**This position’s wages were established on the non-represented scale. It was later determined this position qualifies for AFSCME membership. Wages will be bargained on the AFSCME scale with the next union contract negotiations.*

POSITION PURPOSE:

The Public Information Officer/Communications Strategist is a professional-level position that directly impacts the relationship between the City and its citizens through the dissemination of critical information and the development of effective communication and engagement strategies. The incumbent is responsible for developing media strategies that promote a positive public image, create transparency, improve public engagement, and alleviate impacts of emergency and crisis situations.

ESSENTIAL FUNCTIONS AND RESPONSIBILITIES:

*The following duties **ARE NOT** intended to serve as a comprehensive list of all duties performed by all employees in this classification, only a representative summary of the primary duties and responsibilities. Incumbent(s) may not be required to perform all duties listed and may be required to perform additional, position-specific duties.*

- Plans and manages Public Information Office (PIO) activities for the City, including community relations, media relations, public relations, and marketing;
- Exercises independent judgment within broad policy guidelines; evaluates and analyzes issues and recommends solutions; provides leadership, direction, and guidance in PIO strategies, internal policy development, and priorities;
- Develops information and public statements to ensure that the City's key messages reach the internal and external customers;
- Writes, edits, and disseminates press releases, newsletters, bulletins, information packages, and public service announcements;
- Assists in the development of media strategies for City programs and departments; places stories in media outlets and on the City website, and advises on placement of content on City website;
- Establishes effective relationships with journalists to promote the City's image; responds to inquiries from news media and City departments;
- Designs, develops, and edits public communications and promotional materials utilizing a variety of media;
- Attends City and local meetings to collect information and encourage effective communications;
- Maintains program records and files; prepares special and recurring reports;
- Promotes City services and events through a variety of communication platforms, including the integration of the City's website, social media, and other emerging platforms;
- Develops, manages, and posts content for the social media, website, and other platforms; maintains a consistent writing style, voice, and branding across platforms;

JOB DESCRIPTION

Communications Strategist/Public Information Officer

- Composes communications on a wide variety of subjects requiring knowledge of City procedures and policies; creates media articles, technical documents, special reports, and other communications.
- Serves as City Spokesperson to provide public information and promote public awareness of City programs and events;
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ESSENTIAL FUNCTIONS AND RESPONSIBILITIES (continued)

- Conducts and coordinates assigned projects, research studies, surveys, and special events; analyzes and interprets data and communicates results;
- Works effectively and collaboratively with the City's Web Systems Analyst and department web representatives to establish city-wide standards for online communications and ensure a cohesive and consistent communications strategy across departments.;
- Supports the PIO function during emergencies as a part of the Public Information Team for the City's EOC.

Required Knowledge of:

- City policies and procedures.
- Current principles, techniques, and objectives of marketing, public information, media relations, and community relations programs.
- Professional journalistic methods, including research, publication, and presentation.
- Legal, ethical, and professional rules of conduct for public sector employees.
- Current legislative, political, and economic trends in State and Federal governmental activities.
- Local community resources and regional community services programs.
- Project planning and management principles.
- Materials, processes, equipment, methods, and techniques used in the production of video projects.
- FCC guidelines, rules, and regulations governing public access television.

Required Skill in:

- Principles and best practices of public relations, marketing, and news media techniques, including Communicating effectively verbally and in writing.
- Principles and best practices of effective copy writing and copy editing.
- Best practices and applications of social media.
- Publications and communications productions in a multi-media environment.
- Research methodology, reporting techniques, and report preparation principles.
- Developing community relations and communications programs and strategies.
- Representing the City to and communicating effectively with members of the media, other agencies, and the public.
- Maintaining composure and working effectively in a high-pressure environment with changing priorities.
- Preparing and presenting information for diverse audiences.
- Producing, directing, writing, shooting, and editing public access video productions.
- Assessing and prioritizing multiple tasks, projects, and demands.
- Methods and procedures of file management and business correspondence.
- English usage, spelling, grammar, and punctuation.
- Contemporary office procedures, methods, and computer equipment.
- Establishing and maintaining effective working relationships.

Required Ability to:

- Create timely, accurate, and relevant web content, social media content, multimedia content, video content, and materials that support City outreach goals and municipal government/industry standards and practices.
- Communicate with all sectors of the public across diverse issues and audiences, including the media.
- Work collaboratively with the City's web designer, department web representatives, and other City staff.

JOB DESCRIPTION

Communications Strategist/Public Information Officer

- Handle sensitive and complex projects or issues to generate relevant, accurate, and appropriate public information, stories, content, and professional guidance, working in partnership with other City staff.
- Deploy creative marketing plans across multiple platforms and media sources.
- Analyze complex problems and develop creative solutions.
- Assist with writing speeches or talking points and preparing/coaching speakers.

Required Ability to (continued)

- Maintain political neutrality while working with elected officials on City messaging.
- Work effectively in a fast-paced environment with competing priorities and deadlines.
- Travel locally to attend meetings or make presentations.
- Work and act as a team player in all interactions with other City employees.
- Provide a high level of customer service at all times.
- Project and maintain a professional and positive image with those contacted in the course of work.
- Develop and maintain collaborative and respectful working relationships with team members and others.
- Maintain regular and dependable attendance.
- Work in a manner consistent with the City of Edmond's mission and organizational values.

MINIMUM QUALIFICATIONS:

Education and Experience:

Bachelor's Degree in Journalism, Communications, Public Relations, Marketing, or related field; AND four (4) years of increasingly responsible experience, preferably within the public sector;

OR an equivalent combination of education, training, and experience that will allow the incumbent to successfully perform the essential functions of the position.

Must be able to successfully complete and pass a background check.

Required Licenses or Certifications:

Valid Driver's license required at time of hire. State of Washington Driver's License required within 30 days of hire.

WORKING CONDITIONS:

Environment:

- Office environment
- Frequent interruptions
- Travel to conduct work may be necessary at times, mostly locally
- Some evening and weekend hours may be required for meetings and events

Physical Abilities

- Hearing, speaking or otherwise communicating to exchange information in person or on the phone
- Operating a computer keyboard or other office equipment
- Reading and understanding a variety of materials
- Sitting or otherwise remaining stationary for extended periods of time
- Bending at the waist, reaching above shoulders and horizontally or otherwise positioning oneself to accomplish task.

Hazards:

- Contact with angry and/or dissatisfied customers.

JOB DESCRIPTION

Communications Strategist/Public Information Officer

- Prolonged exposure to glare from computer monitors.
- Exposure to heavy dust in some work areas
- Occasional exposure to toxic or caustic chemicals, i.e. copier toner

Incumbent Signature: _____

Date: _____

Department Head: _____

Date: _____