

## **JURUPA COMMUNITY SERVICES DISTRICT PUBLIC INFORMATION OFFICER**

*Class specifications are intended to present a descriptive list of the range of duties performed by employees in the class. Specifications are not intended to reflect all duties performed within the job.*

### **DEFINITION**

Under general direction from the Department Director, performs a variety of professional and administrative activities in support of District public affairs and community involvement programs; serves as liaison between the District and other public agencies, governmental officials, community and the media; creates and develops a wide variety of printed materials and other services for use in public information programs; and performs related duties as assigned.

### **CLASS CHARACTERISTICS**

Public Information Officer performs skilled, professional duties in the development of public affairs, public awareness and information, community education and outreach and media relations programs. The incumbent serves as liaison between the District and designated public agencies, community and industry groups and the media.

Public Information Officer specializes in the development and implementation of educational programs for the community and other groups. The incumbent is assigned responsibility for broad programs and projects and is expected to carry out responsibilities with considerable initiative, independence and awareness of intergovernmental and community issues and sensitivities.

### **ESSENTIAL FUNCTIONS**

*The duties listed below are intended only as illustrations of the various types of work that may be performed. The omission of specific statements of duties does not exclude them from the position if the work is similar, related or a logical assignment to the class.*

These functions may not be present in all positions in multiple position classes. When a position is to be filled, the essential functions will be noted in the announcement of position availability.

Represents the District with designated governmental agencies and other industry, professional and community groups and organizations; attends meetings, answers questions and provides information on District programs and projects; works with other district staff to formulate methods and approaches for addressing community and agency concerns; ensure that concerns and needs are responded to; speaks before meetings of professional and community organizations and in public forums; takes proactive steps to build positive relationships.

Responds to or arranges for responses to media inquiries, ranging from the routine to highly sensitive issues and incidents; 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.

Plans, coordinates and participates in public awareness, information or community outreach programs and internal communication projects; designs, develops, creates and purchases supporting materials, including reports, guides, overlays, charts, other print/graphic materials and various promotional/education items; organizes and coordinates deadlines and production schedules to carry out program responsibilities.

Conducts research and drafts responses to customer inquiries on a variety of topics.

Assists with responses to unusual customer/constituent complaints and inquiries that are not routinely addressed by the Customer Service Department; conducts research and drafts responses to customer inquiries on a variety of topics.

Makes presentations to community, school and other groups on public information and conservation issues; drafts presentations, overheads and other materials for District officials and executives as needed.

### OTHER DUTIES

Writes technical reports, correspondence and other written materials; coordinates and designs layouts for internal and external communications pieces.

Coordinates and conducts facilities tours; plans coordinates and participates in special events, including ground breaking ceremonies, job fairs, community events, educational tours, etc.

Confers with other representatives of other departments, committees and vendors as required by project assignments.

Edits technical reports for public comprehension, writes correspondence and other written materials.

### QUALIFICATIONS GUIDELINES

#### Education and/or Experience:

A bachelor's degree from an accredited college or university with major course work in public relations, public administration, and/or communication, along with three years of progressively responsible professional experience involving the development and coordination of public affairs, intergovernmental relations or community outreach programs and projects similar to those administered by the District, or an equivalent combination of training and experience.

#### Knowledge and Skill Levels:

Principles, methods and practices applied in design and implementation of public affairs, community outreach and advertising programs; methods and techniques of writing for

advertising, marketing and public relations; methods and practices of effective representation of District interests before elected bodies and officials; principles and practices of sound business communication; correct English usage, including spelling, grammar and punctuation; principles, methods and techniques of graphic design, layout and print production; desktop publishing applications; in the preparation of print and graphic materials; advertising and public relations industry practices and trends; proficient in Microsoft PowerPoint and related equipment.

Ability to:

Operate a computer using word processing, graphics and other standard software; communicate clearly and concisely, orally and in writing; apply writing style and techniques appropriate for differing business and journalistic/public relations purposes; create effective graphic designs and creative approaches for use in public information and education programs; edit written materials; interpret information and situations and make recommendations in accordance with applicable policies, regulations and guidelines; maintain effective relationships with those encountered in the course of the work, including the media; exercise sound judgment within established guidelines; maintain accurate records and files.

Physical Requirements:

Employees must meet the following requirements, which are necessary to successfully perform the essential functions of this class:

Communicate orally and by telephone with management, co-workers, and the public in face-to-face, one-to-one, and group settings; use office equipment such as computer terminals, copiers, and sit for extended periods of time; have hearing and vision within normal ranges.

Special Requirements:

Possession of a Class C California driver's license and a satisfactory driving record.

Possession of or ability to obtain certification from District provided CPR/First Aid Training.

FLSA –EXEMPT

Range 98 \$6164 - 7493

1300 Admin/job descriptions-1/06