



## Public Information Officer Administration

ADM/05

### JOB SUMMARY

The Public Information Officer is responsible for coordinating city communications and releasing accurate and timely information to City of Tifton residents, the media and City of Tifton employees. Duties include planning, organizing and implementing various activities to increase public awareness and understanding of City projects, programs, services and policies. This position reports directly to the City Manager.

### ESSENTIAL FUNCTIONS

- Writes, produces and reviews Public Service Announcements, fact sheets, news releases, feature articles, monthly news letter, and other information pieces to media representatives, the public and other interested persons.
- Advises the media of upcoming meetings, public announcements and events.
- Prepares regular updates to the City's home page relative to current events, programs and services.
- Responds to calls and questions from the news media; schedules interviews; prepares press releases.
- Conducts various publicity activities, such as speeches, exhibits, and tours to promote goodwill and a positive image for the City.
- Establishes and maintains professional relationships with members of the media as well as building contacts with counterparts at other government and community agencies;
- Acts in a liaison capacity with community leaders, tour groups, other governmental agencies and communication groups requesting information on government related activities;
- Assists and advises departments and council with general communications needs including press releases, brochures, posters, speeches, remarks, comments, photos, presentations, press conference, special events and other related needs;
- Attends City Council and other meetings as necessary to stay informed on city activities and projects;
- Manages responsibilities for community outreach activities beyond regular city business hours including extended workdays, evenings, weekends and holidays;
- Performs related duties.

### KNOWLEDGE REQUIRED BY THE POSITION

- Knowledge of principles and practices of marketing, public relations, crisis communications, and public information.
- Knowledge of principles, practices and methods of social media, and web site design.
- Knowledge of basic copyright laws applicable to design work and creative properties.
- Knowledge of emergency public information policies, methodologies and procedures.
- Knowledge of computers and job-related software programs.
- Ability to design brochures and pamphlets.
- Ability to deal effectively with the public, media and officials in a courteous and tactful manner
- Skill in problem solving.
- Skill in prioritizing and planning.
- Skill in interpersonal relations.
- Skill in oral and written communication.

## **SUPERVISORY CONTROLS**

The City Manager assigns work in terms of department goals and objectives. The supervisor reviews work through conferences, reports and observation of department activities.

## **GUIDELINES**

Guidelines include the City Charter and the City Code, state laws related to municipal governments, and federal voting rights laws. These guidelines require judgment, selection, and interpretation in application.

## **COMPLEXITY/SCOPE OF WORK**

- The variety of tasks to be performed and the necessity of balancing the needs of a variety of constituents contribute to the complexity of the work.
- The purpose of this position is to serve as the city's Public Information Officer. Successful performance contributes to the efficiency, effectiveness and propriety of a variety of city functions and operations.

## **CONTACTS**

- Contacts are typically with coworkers, other city employees, elected and appointed officials, representatives of other municipal governments, attorneys, vendors, representatives of community organizations, business leaders, representatives of the news media, and the general public.
- Contacts are typically to exchange information, negotiate matters, resolve problems, and provide services.

## **PHYSICAL DEMANDS/ WORK ENVIRONMENT**

- The work is typically performed while sitting at a desk or table or while intermittently sitting, standing, walking, or stooping. The employee occasionally lifts light objects.
- The work is typically performed in an office.

## **SUPERVISORY AND MANAGEMENT RESPONSIBILITY**

None

## **MINIMUM QUALIFICATIONS**

- Knowledge and level of competency commonly associated with the completion of a baccalaureate degree in journalism, media relations, communications, public administration, or related field and two (2) to four (4) years recent experience in community/media relations, public relations for a government agency or for a private agency serving local government clients. .
- Experience sufficient to thoroughly understand the diverse objectives and functions of the subunits in the division/department in order to direct and coordinate work within the division/department, usually interpreted to require three to five years of related experience.
- Possession of or ability to readily obtain a valid driver's license issued by the State of Georgia for the type of vehicle or equipment operated.

The qualifications listed above represent the credentials necessary to perform the essential functions of this position. To be successful in this position, an individual must be able to perform each essential duty satisfactorily. Reasonable accommodation may be made to enable individuals with disabilities to perform the essential functions of this position.