

Public Information Officer - 1111

Primary Reason Why Classification Exists

To perform responsible administrative work developing and presenting information about the City of Newton to the public, media outlets, and City employees.

Distinguishing Features of the Class

An employee in this class serves as the public information representative for the City of Newton. Emphasis of the work is on administrative aspects related to the development and distribution of information on municipal programs, services, events, activities, and issues as well as marketing and economic development efforts, and developing the City's web and social media presence. This employee would also be responsible for developing official responses on policy and procedures statements to be disseminated to the public as well as official responses to inquiries. Work is performed with a considerable degree of discretion and judgment in the course of day-to-day operations. An employee in this class reports to a senior executive or other administrative superior and work is evaluated on the basis of attainment of individual performance objectives, quality and quantity of work, as well as feedback from department directors and the public.

Essential Duties

- Coordinates the development and distribution of information regarding programs, services, events, activities, issues, marketing and economic development efforts, policies, and procedures of the organization
- Posts news releases, photos, and events to municipal website and social media outlets; provides technical support in developing City website and social media applications
- Initiates, coordinates, prepares, and may personally deliver communications, reports, videos, and other written or visual materials needed for public presentations, brochures, fliers, news releases, letters, reports, special projects, radio spots, PSAs, and other media
- Writes and/or reviews articles, reports, editorials, and other material; serves as editor of citywide newsletter for citizens and employee newsletter; takes photographs for news
- Interviews individuals to obtain items for publication, verify facts, and clarify information; organizes material, plans page layouts, and selects type for various publications
- Organizes press conferences and arranges speakers; attends meetings of City Council and department directors and serves as support staff to City Manager and department directors
- Confers with officials, department heads, and other staff to coordinate City observances and departmental activities; plans Teen Leadership Newton, Unity Day Celebration, 'Newton 101' Citizen Academy, Annual Soldiers Reunion Celebration, and other special events
- Coordinates announcements using the Community Alert System (Reverse 911)
- Performs related duties as required

Knowledge, Skills, and Abilities:

- Thorough knowledge of writing, designing, and editing techniques required to prepare reports and related documents and communicate in the social media
- Thorough knowledge of public information and modern principles and practices of public relations media, print advertising, and social media
- General knowledge of the types of services provided by municipal governments

- Ability to develop promotional copy and perform technical editorial work as well as write public information reports and releases
- Ability to work with citizens, public officials, committees, and staff members
- Skill in the use of personal computers and digital cameras, and skill in public speaking before various public or private groups and television cameras

Physical Requirements

Work in this classification is considered as light work and is generally performed in an office setting. Must be able to physically perform the basic life operational functions of stooping, kneeling, reaching, standing, walking, pushing, pulling, lifting, fingering, grasping, feeling, talking, hearing and repetitive motions. Visual acuity is required to perform tasks requiring color, depth perception, and field of vision sufficient to perform tasks associated with the preparation and analysis of figures and data, operation of a computer, and extensive reading and writing, and operation of a motor vehicle. Must also be able to perform manual work in setting up meeting rooms, stages, and other requirements where multiple guests are present.

Working Conditions

Most work is performed primarily in an office setting with controlled environmental conditions.

Education and Experience:

Graduation from an accredited college or university with a Bachelor's degree in public relations, English, Public Administration, or other career field related to the nature of work performed and 3 - 5 years experience in public or media relations such as journalism, speech or technical writing, or visual or print media. Prefer experience with social media applications, Quark Xpress, Adobe Photoshop Elements, Adobe Acrobat, and Microsoft Office suite of programs

Special Requirements:

Valid North Carolina driver's license

FLSA Status: Nonexempt (eligible for overtime or equivalent compensatory time at 1½ times the employee's regular weekly rate for all hours worked in excess of 40 hours in the City's official work week and not the employee's work schedule)

Disclaimer

This classification specification has been designed to indicate the general nature and level of work performed by employees within this classification. It is not designed to contain or be interpreted as a comprehensive inventory of all duties, responsibilities, and qualifications required of employees to perform the job. The Physical Requirements and Working Conditions section of this classification may vary from position to position and a more thorough description of these elements can be found in the employee's Position Analysis Questionnaire (PAQ). The employer reserves the right to assign or otherwise modify the duties assigned to this classification.