

PUBLIC INFORMATION OFFICER - 1111

GENERAL DEFINITION AND CONDITIONS OF WORK:

Performs intermediate professional work providing information to the public, media, and city employees on programs, services, issues and policies; does related work as required. Work is performed under regular supervision.

This is sedentary work requiring the exertion of up to 10 pounds of force occasionally and a negligible amount of force frequently or constantly to move objects; work requires stooping, reaching, fingering, and repetitive motions; vocal communication is required for expressing or exchanging ideas by means of the spoken word; hearing is required to perceive information at normal spoken word levels; visual acuity is required for preparing and analyzing written or computer data, operation of machines, determining the accuracy and thoroughness of work, and observing general surroundings and activities; the worker is not subject to adverse environmental conditions.

ESSENTIAL FUNCTIONS/TYPICAL TASKS:

Initiating and coordinating media relations; preparing news releases; preparing media kits, speech materials, letters, calendars, brochures, and informational documents; coordinating special events; maintaining records and files.

Coordinates the development and distribution of information regarding programs, services, activities, issues, policies, and procedures of the organization;

Initiates and coordinates media relations;

Coordinates the research, data collection, and preparation of communications, reports, and other written or visual material needed for public presentations, brochures, fliers, news releases, letters, reports, special projects, radio spots, psa's, etc.;

Writes or coordinates with other staff members to write articles, reports, editorials, and other material;

Reads and evaluates materials submitted for publication consideration;

Serves as Editor of the Newton Citywide Newsletter, The Newtonian Employee Newsletter, and the Newton Senior Citizens Club "Chatter" newsletter;

Assists citizens with questions and concerns;

Interviews individuals and attends gatherings to obtain items for publication, verify facts, and clarify information; organizes material, plans overall and individual page layouts, and selects type for various publications;

Prepares a special monthly news release for the local newspaper informing the public of upcoming activities, events, services, changes;

Prepares a monthly schedule of meetings and events;

Assists with press conferences, as needed;

Attends all City Council meetings and writes a summary to be distributed to media and interested citizens.

Serves as support staff to City Manager and City Clerk;

Notarizes documents; completes minutes for City Council meetings when requested, as well as, issues Peddler's License upon request.

Confers with officials, department heads, and other staff to coordinate city observances and department activities; coordinates "Speakers Bureau" for the city;

Provides photography for the city and news media as needed;

Coordinates community service tasks for students at Newton-Conover Health Science High School, including newspaper clippings, translations, etc.

Prepares information bags for newcomers, schools, and civic organizations as requested;

Assists Human Relations Council with Annual Unity Celebration;

Assists the Newton Appearance Commission with the annual luminary display project, Arbor Day, and Citywide Clean-Up, and provide media coverage and promotions for the Annual Soldiers Reunion Celebration;

Assists with the marketing and economic development efforts of the City.

Prepares various displays in City Hall Lobby and maintains/updates bulletin board and wall calendar;

Assists with the United Way fundraising Campaign;

Posts news releases, photos, and upcoming events to city website and Access Channel;

Coordinates announcements using the Community Alert System; and WNNC RADIO 1230AM/WIRC/WXRC, WBTB, WCNC, WSOC, AND WHKY

Prepares and submits award nominations as requested;

Coordinates city involvement with Teen Leadership Newton Program;

Maintains reasonable and predictable attendance;

Performs related tasks as required.

KNOWLEDGE, SKILLS AND ABILITIES:

Thorough knowledge of writing, designing, and editing techniques required to prepare reports and related documents; general knowledge of city programs, policies, and structure; thorough knowledge of public information and modern principles and practices of public relations media; ability to develop promotional copy and perform technical editorial work; ability to write public information reports and releases; ability to work closely at all levels with various citizens, committees, and staff members; ability to conduct independent work and to organize work; skill in the use of personal computers and digital cameras.

EDUCATION AND EXPERIENCE:

Any combination of education and experience equivalent to graduation from an accredited community college with major course work in public relations, communications, journalism, public administration, or related field and considerable public relations experience.