

CITY OF LOMPOC

**COMMUNITY RELATIONS MANAGER/
PUBLIC INFORMATION OFFICER**

DEFINITION:

Under general direction, to oversee City branding and messaging; to manage City relationships with the media and ensures quality and accurate dissemination of information; to plan and implement website and social media programs; to conduct instruction, outreach programs and tours for schools, public interest groups, visitors to City Hall, and other groups or individuals; and to perform related work as assigned.

CLASS CHARACTERISTICS:

The Public Information Officer is the primary staff position responsible for coordinating, tracking, measuring and implementing community outreach and employee communication program efforts utilizing both traditional outreach and digital outreach communication methods and tools. The incumbent receives direction from the City Administrator or Assistant City Administrator on policy and day-to-day operations.

LICENSE REQUIRED:

Possession of a valid and appropriate California Driver License.

ESSENTIAL FUNCTIONS:

The following duties are typical of this classification. Incumbent may not perform all of the duties and/or may be required to perform specific additional or different duties from those set forth below to address business needs and changing business practices.

Acts as City's official spokesperson with the media; proactive media and community relations, through the writing, reviewing and editing of news releases, newsletters, emails, articles, postings, publications and scripts; facilitates news conferences and prepares all necessary materials as needed; develops, implements, and maintains an effective public information program and coordinates public relations activities for City Council and City departments; assists and counsels elected officials and department heads concerning public relations aspects of policies, practices, procedures, programs, and actions; proactively promotes City accomplishments and activities; serves as lead on the City's Emergency Operations Center PIO Team; develops and executes communication plans for various City campaigns, both internally and externally; researches attitudes, opinions, and perceptions of selected internal and external groups and report that information to elected officials and department heads by collecting and managing constituent concerns via surveys, web applications and focus groups; provides and coordinates media training to management and employees as requested

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or needed; facilitates broadcast and telephone interviews with the media as well as responses to email inquiries; manages City use of third-party communication websites and social media sites; policy and procedure creation including, but not limited to, communications, sponsorship and crisis communications policy; development of public relations strategies centered around key legislative issues; builds and fosters long-term working relationships with various public originations and officials of importance including media, citizens, school district and charter schools, community organizations, other municipal, County, regional and state public information offices, and other associations the City deems important to the success of its mission; speech writing and City position statement creation; development and maintenance of a strategic communications plan to support the City's mission and goals; provides assistance in the development of programs for the City's cable channel and coordinate message with management staff; prepares and reviews brochures, pamphlets, fliers and other marketing pieces for various departments; work includes writing, editing, coordinating development of copy and data, proofreading, coordinating images, and printing proof approvals; researches, writes, and participates in the development of and approval of content for various multimedia productions (e.g. PSA, video projects, slide shows, internet, Website, etc.); ensures consistency with the City brand and oversee protection of the organization's cultural identity; plans, executes and evaluates the City's marketing plan on an annual basis; oversees coordination of special events and special media events including news briefings, press tours, and formal events including serving as emcee; creation of communication strategies for various events that the City participates in or sponsors; attends meetings and functions outside the normal workday; participates in tours and trips; serves as department representative on project management teams; and performs all work duties and activities in accordance with City policies and procedures and other duties as assigned.

Community Outreach: Develop and implement community outreach programs; serves as a liaison with City departments relative to projects affecting the community; coordinates and conducts community informational meetings and seeks public input; arranges and conducts tours of City Hall and facilities; prepares and delivers speeches to community groups and assists in coordinating other speakers as needed; serves as a liaison with citizens, homeowners groups, community organizations and a variety of governmental organizations and officials; responds to customer inquiries and complaints regarding City services, programs, policies, and other related subjects and programs.

Communication Programs: Assists in the development and implementation of communication and marketing plans for external audiences; coordinates departmental external outreach programs; produces communications materials, including graphics and various digital formats, for newsletters, news releases, billing inserts, brochures, photo displays, slide shows and video productions; and coordinates meetings and tours.

Media Outreach: Assists with media outreach and the preparation of press releases

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and materials for press events; assists with the coordination and conduct of press briefings and tours; assists with development of media outreach plans and maintains media lists.

Photograph Services: Provides photographic services for City events, projects, and employee events such as Service Award presentations, public relations functions and ceremonies, etc.

Writing and Editorial Services: Creates, writes and edits City internal and external publications including informative brochures, newsletters, educational materials, PowerPoint presentations and web copy.

Budget: Assists in the preparation and management of the annual budgets and prepares specifications and contract documents associated with Public Information. Prepares purchase requisitions and reviews invoices prior to approval.

Social Media Program: Develops, creates, implements and coordinates the City's social media and website program; develops content and provides regular updates to website and social media channels.

Events: Set-up displays and exhibits for community fairs, school programs, and other community and civic events; plans, designs and produces posters, signs, exhibits, displays and other informative materials; may operate all audio-visual and video equipment for community or in-house informational presentations.

Employee Activities: Assist in the planning of employee activities, including, new employee orientation, facilities tours, City picnic, and other employee related activities.

Emergency Preparedness: Prepares, coordinates and leads the City's outreach program both in preparation and during emergency situations; serves as secondary Public Affairs responder (Public Information Officer) in Emergency Operations Center during emergencies.

PERIPHERAL FUNCTIONS:

The incumbent may provide technical and/or functional supervision of work assigned to other professional, office support, and/or volunteer staff on a project basis; and may provide staff support to department heads.

PHYSICAL AND MENTAL/PSYCHOLOGICAL DEMANDS:

The conditions herein are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

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Physical:

Strength category: Light-exert force to 20 lbs. occasionally, or 10 lbs. frequently, or negligible force constantly to lift, carry, push, pull or move objects. May involve significant standing, walking, pushing and/or pulling. Frequent sitting, fingering, typing. occasional standing, walking, bending, twisting at the waist, handling, gripping, grasping, reaching at above and below shoulder level, and extending neck side-to-side. On rare occasion stoops, crouches, kneels, climbs stairs, ladders, scaffolding, extends neck upward and downward. **Vision:** Visual acuity which could be corrected sufficiently to perform the essential functions of the position; average depth perception needed. **Hearing:** Effectively hear/comprehend oral instructions and communication.

Mental/Psychological:

Work cooperatively and interact appropriately with those contacted in the course of work, including community groups and organizations, and the general public; utilize advanced and complex reading, writing and math skills; exercise good judgment in following procedures and directions; respond quickly and calmly to changing priorities; communicate effectively orally; work under pressure; work within deadlines. Requires functional reasoning skills enabling the analysis of major problems that necessitate complex planning for interrelated activities that can span one or several work units. Requires situational reasoning skills allowing for the ability to exercise judgment, decisiveness and innovation in situations involving broader aspects of the organization.

ENVIRONMENTAL CONDITIONS:

Constantly works indoors; occasionally works outdoors. Frequent use of products and equipment required in a standard office work setting; personal computer, including word processing, database and spreadsheet programs; calculator, telephone, photocopier and telex fax machines, and other standard office equipment. Works independently and with the public. The noise level in the work environment is usually quiet while in the office, and moderately loud when outdoors.

MINIMUM QUALIFICATIONS:

Knowledge of:

- Current principles, techniques and objectives of effective public information, communication and public relations programs;
- The role of communication in support of Council and Council priorities;
- Municipal government operations and practices including open meeting laws and public records laws;
- Project planning and management principles;

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Professional applications of research and writing skills;
Methods used to determine needs for public information and education;
Principles of public administration;
Effective oral presentation and written communication skills, including the correct English usage as applied to writing and editing informational materials of varying degrees of technical complexity;
Operation of standard office equipment and a personal computer and software applications for work processing, graphic presentations, spreadsheets, databases, information retrieval and research, and other job-related software;
Constructive communication;
Computer skills, including desktop publishing, word processing, Microsoft Office;
Familiarity with website copy writing and social media outreach programs;
Working knowledge of photo editing, website management, graphics programs;
FCC guidelines, rules, and regulations relating to public access television and broadcast equipment.

Ability to:

Analyze data;
Maintain quality results of own work and the work of others through proofreading, cross checking data and accurate communication;
Develop creative ideas in relation to public information projects;
Manage multiple projects, prioritize tasks and meet deadlines;
Work independently and accurately with minimal supervision on a continual basis;
Develop and apply programs, policies and functions;
Be available 24/7 for emergency incidents and also in non-traditional work hours for presence at various special events and meetings;
Schedule, coordinate, and manage various projects of varying degrees of difficulty, size and complexity;
Operate, maneuver, and/or control the actions of equipment, machinery, tools, and/or materials, commensurate with duties of the position;
Function in a major organizational unit requiring significant internal and external interaction;
Communicate effectively with all levels of office, management, and field employees;
Interact effectively with the media;
Communicate effectively with printers, designers, photographers and video crews;
Write news releases and other publications;
Multi-task and make decisions independently;
Use basic math skills;
Use good personal judgment and discretion in performing all job functions;
Remain calm in crisis and emergency situations;

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Use discretion when handling and disseminating sensitive information; and
Establish and maintain effective working relationships with other City employees,
media representatives, the public, and other interested and affected parties.

EDUCATION AND EXPERIENCE:

Any combination of training, education and experience which demonstrates an ability to perform the duties of the position. The typical qualifying entrance background is: Bachelor's Degree in public relations, journalism, communications, advertising, marketing, or related field; **AND** four (4) years of increasingly responsible experience in a public relations or related position where written and verbal skills were used daily. Public sector experience is highly desirable.