

Code: 0712
Administrative Service
Clerical, Accounting and General Office Group
Program Services Series

CLASS TITLE: **Senior Public Information Officer**

CHARACTERISTICS OF THE CLASS: Under general supervision, supervises staff engaged in receiving and processing complaints and requests for information from the general public regarding City services; and performs related duties as required.

ESSENTIAL DUTIES: Supervises, assigns and coordinates the activities of staff engaged in receiving and processing complaints concerning the delivery of City services; oversees the dissemination of information regarding City departments' programs, services and events to the public; directs the collection and distribution of informational literature on City departments, programs and services; represents the department at community and business organization meetings to explain upcoming City programs and activities; reviews and prepares activity reports for use by management; resolves complex license compliance issues and problems for large multi-site corporations; may coordinate and schedule tours of City facilities and attractions.

RELATED DUTIES: May assist in the planning, scheduling and promotion of neighborhood forums and public hearings designed to increase public awareness of City departments and services; serves as liaison to City departments to improve the efficiency of program operations and complaint resolution; prepares news releases and designs brochures and pamphlets to promote City sponsored programs.

MINIMUM QUALIFICATIONS:

Training and Experience. Graduation from an accredited college or university with a Bachelor's degree in Journalism, Communications, English or a related field supplemented by three years of progressively responsible experience involving public contact work, or an equivalent combination of training and experience.

Knowledge, Abilities and Skill. Considerable knowledge of City departments, services and programs. Considerable knowledge of the ordinances, rules and regulations governing City departments and agencies.

Ability to plan, supervise and review the activities of subordinate personnel. Ability to establish and maintain effective working relationships with employees, City departments and the general public. Ability to prepare and maintain narrative and statistical reports of unit activities.

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CLASS TITLE: **Senior Public Information Officer (Cont'd)**

Considerable skill in the application of public information procedures and methods. Considerable oral and written communication skills. Considerable human relations skills.

Working Conditions. General office environment.

Equipment. Standard office equipment.

NOTE: While the list of essential duties is intended to be as inclusive as possible, there may be other duties which are essential to particular positions within the class.

June, 1994