

CLASS TITLE: Public Relations Coordinator

CHARACTERISTICS OF THE CLASS: Under direction, plans and directs the public relations or public education functions of a City department; and performs related duties as required.

ESSENTIAL DUTIES: Plans, directs and reviews the activities of personnel engaged in departmental public relations or public education activities; prepares and edits speeches for departmental executive personnel; arranges interviews of department managers for radio and television appearances; serves as departmental spokesperson in responding to inquiries from the media; organizes press conferences to inform the public of departmental programs and services; coordinates and directs the writing, design and lay-out of brochures and pamphlets describing departmental programs and services; coordinates the preparation and editing of audio-visual and video taped programs for educational purposes or to promote special events; drafts and reviews responses to freedom of information act requests; directs and participates in the preparation of the department's annual report.

RELATED DUTIES: Notifies appropriate staff and drafts notices for upcoming press conferences.

MINIMUM QUALIFICATIONS:

Training and Experience. Graduation from an accredited college or university with a Bachelor's degree in Journalism, Communications or a related field, supplemented by five years of progressively responsible experience in the development and implementation of public information programs, including two years of supervisory experience, or an equivalent combination of training and experience.

Knowledge, Abilities and Skill. Considerable knowledge of departmental activities, policies and programs. Considerable knowledge of the principles and practices of public relations. Considerable knowledge of local media outlets and news organizations.

Ability to plan, assign and review the work of subordinate personnel. Ability to establish and meet deadlines and schedules. Ability to work effectively with public officials, media representatives and the general public.

Considerable skill in compiling, organizing and disseminating public information. Considerable skill in evaluating and analyzing ideas and concepts. Considerable skill in coordinating the preparation and dissemination of educational pamphlets and materials. Considerable oral and written communication skills. Good public relations skills.

Code: 0790
Administrative Service
Clerical, Accounting and General Office Group
Program Services Series

CLASS TITLE: **Public Relations Coordinator (Cont'd)**

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.

April, 1994