CLASS TITLE:  Public Information Officer

CHARACTERISTICS OF THE CLASS:  Under general supervision, receives and responds to complaints and requests for information regarding City departments and services; and performs related duties as required.

ESSENTIAL DUTIES:  Receives and responds to written complaints from the general public, business and community organizations and elected officials regarding the delivery of City services; serves as liaison between the public and City departments for the purpose of expediting the investigation and resolution of complaints; supervises the mailing of informational literature on City departments' programs, services and events in response to written requests for information; represents the department before community, neighborhood and business organizations for the purpose of explaining and promoting departmental programs and activities; prepares news releases and designs brochures to promote various programs; prepares work activity reports; assists large multi-site corporations in applying for and reviewing applicable business licenses; may supervise subordinate positions engaged in receiving complaints from the public and providing information regarding City services.

RELATED DUTIES:  Coordinates and promotes City-wide contests designed to encourage beautification of City neighborhoods; may schedule and conduct tours of City attractions for visiting officials.

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 one year of 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 City neighborhoods, community organizations and leaders.  Considerable knowledge of public information/relations methods and techniques.

Ability to coordinate and monitor the work of subordinate personnel.  Ability to organize information programs, forums and public meetings.  Ability to operate remote computer terminals and related equipment.
CLASS TITLE:  Public Information Officer  (Cont'd)

Good human relations skills. Considerable skill in establishing and maintaining effective working relationships with the public. Excellent oral and written communication skills.

Working Conditions.  General office environment.

Equipment.  Remote computer terminal and 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