

## CITY OF SPOKANE VALLEY POSITION DESCRIPTION

Class Title: Public Information Officer  
Department: Community and Public Works  
Division: Economic Development  
Date: June 20, 2018

Job Code Number: 435  
Grade Number: 15  
FLSA Status: Exempt  
Location: City Hall

### **GENERAL PURPOSE**

Coordinates community and media relations to create public awareness and understanding of City services and initiatives, ensuring accuracy and consistency in the development and distribution of information.

### **SUPERVISION RECEIVED**

Works under the general guidance and direction of the Economic Development Manager.

### **SUPERVISION EXERCISED**

N/A

### **ESSENTIAL DUTIES AND RESPONSIBILITIES**

Plans, organizes and manages comprehensive and effective media, promotional and public relations programs to address external and internal audiences. Develops and recommends new communications methods and enhancements to better achieve public engagement and understanding of City services and initiatives.

Establishes and maintains favorable relations with community leaders, the media, outside agencies and municipalities, and internal information sources. Provides information to the general public and media through engaging web content, news releases, social media channels, live interviews, various newsletters and publications, and other communications tools. Serves as a resource to media on breaking stories, news features and publicity campaigns. May serve as a single point of contact for the public and media on various topics and events.

Coordinates the promotion of events, including but not limited to City Council events, ground breaking ceremonies, open houses and City Council or Department projects.

Plans, develops and oversees the implementation of promotions and publicity, including but not limited to public service announcements, flyers, brochures, display and digital advertising, electronic and print newsletters, press conferences and audio visual materials.

Coordinates communication and related activities with other City departments, governmental and private agencies, other organizations and the general public.

Provides professional communications support and guidance to other City departments and to City Council, including developing communication and public engagement strategies around

complex policy topics or time-sensitive issues. Drafts speeches, presentations and articles for finalization and delivery by others.

Investigates and provides accurate answers to requests for information and/or needed services, as assigned. Advises supervisor and other departments, as needed, of concerns and questions brought by the public.

## **PERIPHERAL DUTIES**

Participates in interdepartmental and interagency efforts to maintain and expand the City's web site, including preparation and publishing of content.

Coordinates volunteer recruitment to promote community involvement in government deliberations. Maintains and cultivates a broad-based list of citizens willing to serve on ad-hoc committees.

Works with City Council and staff to develop background information in support of the City's state and federal legislative agenda.

Promotes training opportunities for staff and City Council on communication principles, methods, practices and techniques.

Researches, evaluates and recommends emerging communications technology to facilitate better communication with citizens.

Maintains corporate communications on-call lists, media relations handbook and emergency contact list. Participates as team member in media relations and public relations strategy and planning efforts for proactive or reactive issues.

## **DESIRED MINIMUM QUALIFICATIONS**

Education and Experience:

- (A) Graduation from a four-year college or university with a degree in public relations, communications, journalism, marketing, public administration or a closely related field; and
- (B) Minimum of three (3) years previous professional experience desired; or
- (C) Any equivalent combination of education and experience.

Necessary Knowledge, Skills and Abilities:

- (A) Ability to effectively and accurately communicate, both verbally and in writing, with employees, consultants, other governmental agency representatives, City officials and the general public. This includes the ability to research, write and edit both electronic and print publications; prepare marketing materials and reports; and engage citizens successfully through various web-based and social media platforms.
- (B) Effective experience in modern and complex principles and practices of public relations, including methods, principles and practices of preparing and presenting public information materials;

- (C) Effective experience in the principles, practices and theories of public administration, community and media relations;
- (D) Ability to analyze situations accurately, adopt an effective course of action and adapt as the situation changes, and to manage multiple projects and tasks;
- (E) Expertise with all forms of social media
- (F) A key value of the City is customer service. This position requires considerable knowledge, ability and skill in the principles and practices of excellent customer service as practiced in both the private and public sectors. It requires the ability to effectively meet and deal with the public; the ability to handle stressful situations; the ability to greet and respond to customers in a friendly, pleasant and professional manner using appropriate inflection, grammar and syntax; the ability to establish and maintain effective working relationships with employees, supervisors, and the general public; the ability to maintain a professional, courteous, and pleasant demeanor in difficult and stressful situations; and the ability to diplomatically deal with difficult people. A willingness to expend extra effort to help the public find answers or information relative to their inquiry or complaint is expected.

## **SPECIAL REQUIREMENTS**

Must possess a valid State driver's license or have the ability to obtain one prior to employment.

## **TOOLS AND EQUIPMENT USED**

Personal computer, including word processing, spreadsheet, data base, presentation, publishing and graphics software.

## **PHYSICAL DEMANDS**

The physical demands described here 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.

Work is performed mostly in office settings. Some outdoor work is required as part of ground-breaking ceremonies or similar community events.

While performing the duties of this job, the employee is occasionally required to stand; walk; use hands to finger, handle, feel or operate objects, tools, or controls; and reach with hands and arms. The employee is occasionally required to sit; climb or balance; stoop, kneel, crouch, or crawl; and is required to talk and hear.

The employee must occasionally lift and/or move up to 25 pounds. Specific vision abilities required by this job include close vision, distance vision, color vision, peripheral vision, depth perception, and the ability to adjust focus.

## **WORK ENVIRONMENT**

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee occasionally works in outside weather conditions. The noise level in the work environment is usually quiet to moderate.

## **SELECTION GUIDELINES**

Formal application, rating of education and experience; oral interview and reference check; job related tests may be required.

The duties listed above are intended only as illustrations of the various types of work that may be performed. The omission of specific statements of duties does not exclude them from the position if the work is similar, related or a logical assignment to the position.

The job description does not constitute an employment agreement between the employer and employee and is subject to change by the employer as the needs of the employer and requirements of the job change.

Approval: \_\_\_\_\_  
Human Resources Manager designate

Approval: \_\_\_\_\_  
City Manager

Effective Date: June 20, 2018

Revision History: May 1, 2005 New  
June 20, 2018 Update