



CITY OF EAST WENATCHEE

Job Description

Position Title:	Public Information Officer
Department:	Mayor's Office
Reports To:	Mayor
Exempt/Non-exempt	Exempt
2017 Salary Range:	\$3,282.99-4,000.00 per month

Position Summary:	Under the Mayor's direction, the Public Information Officer serves as the focal point for general public information and community relations media activities. The Public Information Officer must be bondable.
Distinguishing Characteristics:	The Public Information Officer is a busy facility, and employees in this department may have to manage a number of projects at one time, and may be interrupted frequently to meet the needs and requests of customers, fellow employees and the Mayor.
Job Location/ Working Conditions:	The Public Information Officer routinely works in a normal office environment. Incumbents are required to use multi-line telephone, computer, copy machine, fax machine, scanner and other business machines. The position requires the person to be seated for prolonged periods of time. Repetitive hand movement and fine coordination are needed when using a computer. Will need excellent organizational, time, and stress management skills to complete the required tasks. Will have to manage a number of requests and situations at one time. Stress may be caused by the need to complete tasks within tight deadlines. Alternative work schedule.
Essential Job Functions:	<ul style="list-style-type: none"> • Serves as the focal point for general public information and community relations media activities. • Develops, coordinates and implements programs and projects involving public outreach, education, community involvement and internal communications. Maintains a strong communications link between the City and community using effective public relations and marketing techniques. • Creates and initiates various communication activities to promote awareness of City polices, programs and initiatives. • Determines the need for, and type of, informational materials in support of events, activities and meetings. Researches, writes and

	<p>edits a variety of collateral materials in English and Spanish including but not limited to speeches, press releases, promotional materials, newsletters, informational brochures, flyers, other City related items, social media and web pages for internal and public pages.</p> <ul style="list-style-type: none"> • Schedules people and venues, and performs other logistical tasks to facilitate meetings and events. • Coordinates production activities with photographers, graphic artists, video producers and other production personnel. Receives and responds to public inquiries, information requests, concerns and complaints. Refers individuals to the appropriate department as necessary. • Serves as a liaison with representatives of the news media and promotes City activities through media outlets. Coordinates City representation and outreach. Prepares and disseminates information to target audiences. Initiates and coordinates responses to media inquiries. • Advises departments on effective professional methods for release of public information. Analyzes facts and determines proper action within the limit of standard procedure. • Communicates clear and accurate information utilizing multiple media avenues to reach community organizations, local officials and the public by targeting who will benefit most from information. • Maintains regular contact with the public, employees, elected officials and news media. Responds, in a timely manner, to general public inquiries, complaints and requests for information concerning City operations by phone, in person or in writing. • Creates and edits still and digital visual presentations. • Promotes community involvement and internal communications. • Prepares correspondence, reports or other documents, keeping others adequately informed. • Creates, updates and implements process improvement procedures, tasks, workflows and systems. • May be required to attend Council meetings. • Performs other duties as assigned in support of other city personnel and the Mayor.
Critical Skills:	<ol style="list-style-type: none"> 1. A thorough knowledge of municipal administration. 2. Principles, methods and techniques of writing for public information, marketing and public relations.

3. Principles, practices and procedures of public administration and sound business communications.
4. Cultural sensitivity and diversity principles.
5. Computer operation and software including Microsoft Office suite of products and databases.
6. Safety and security hazards, precautions, standards, policies and procedures.
7. Ability to communicate effectively, both orally and in writing in English and Spanish.
8. Ability to establish and maintain effective working relationships with elected officials, other employees, and the general public.
9. Ability to understand and carry out oral and written instructions.
10. Ability to make independent decisions.
11. Ability to plan, organize and prioritize job responsibilities for deadlines.
12. Attention to detail and accuracy.
13. Ability to work alone and under pressure of deadlines.
14. Ability to effectively present miscellaneous information in verbal and written presentations to City Council, Department Heads, and general public.
15. The ability to work effectively with diverse groups and individuals, including special districts and agencies, appointed officials, city staff and citizens of the community.

Requires the ability to:

1. Provide excellent customer service and maintain positive public and media relations. Consistently represent the City in a professional manner and deal effectively with the public.
2. Conduct research, assimilate technical information and present it to the general public in an easily understood manner.
3. Demonstrate an awareness and appreciation of cultural diversity in the community.
4. Build and maintain effective media relations.
5. Respond to inquiries, complaints and requests for service in a timely manner. Maintain confidentiality.
6. Effectively complete assignments in a timely manner while managing competing demands. Plan, organize, prioritize and coordinate work assignments. Take appropriate initiative.
7. Use tact, discretion, respect, persuasion, diplomacy and courtesy to gain cooperation of others and establish and maintain effective teams and professional relationships and rapport with elected officials, management, employees, the public, media and representatives of other entities.
8. Apply sound judgment and problem-solving skills to make reasoned, timely and consistent decisions.
9. Listen attentively and communicate effectively, both orally and in writing, with individuals and groups in clear, concise language appropriate for the purpose and parties addressed, including preparing

	<p>comprehensive reports, materials and correspondence as well as making presentations.</p> <ol style="list-style-type: none"> 10. Be attentive to detail and maintain a high degree of accuracy. 11. Understand and apply appropriately regulatory requirements, terminology, policies and procedures. 12. Develop ways to identify, improve and promote efficient systems and processes. 13. Maintain current knowledge and adapt to new technologies, keeping technical skills up to date. 14. Work independently and cooperatively as a member of a team. 15. Proficiently operate office equipment and perform software functions including spreadsheet and PowerPoint generation. Type accurately and proficiently.
Physical Requirements:	<ol style="list-style-type: none"> 1. Finger Dexterity - Repetitive wrist, hand and/or finger movement. 2. Talking- Frequently convey detailed or important instructions or ideas accurately, loudly, and/or quickly. 3. Average Hearing - Able to hear average or normal conversations and receive ordinary information. 4. Average Visual Abilities- Average, ordinary visual acuity necessary to prepare or inspect documents. 5. Physical Strength <ol style="list-style-type: none"> a. Typically sitting at a desk or table. b. Occasional lifting under 25 pounds. c. Occasional standing for more than 30 minutes at a time.
Mental Activities:	<ol style="list-style-type: none"> 1. Reasoning Ability - Ability to apply common sense understanding, to carry out detailed instructions, and to deal with problems involving many variables. 2. Mathematics Ability - Ability to perform basic math skills, use decimals to compute ratios and percentages, and to draw and interpret graphs. 3. Language Ability <ol style="list-style-type: none"> a. Ability to use vocabulary of 5,000 to 6,000 words b. Ability to read at a high level. c. Ability to define and understand unfamiliar words. d. Ability to write complex sentences, using proper punctuation, proper grammar, and a good vocabulary.
Minimum Education and Experience:	<p><u>Education:</u> Bachelor's degree in journalism, communications, marketing, public relations or a closely related field.</p> <p><u>Experience:</u> Two years of public relations and/or marketing experience. Municipal experience preferred. Bilingual, English and Spanish, language abilities. Bi-cultural individual preferred.</p>

Required licenses/certificates	<ul style="list-style-type: none"> • A valid Washington State Driver's License.
Equipment:	Calculator, typewriter, computer, printer, telephone, camera, recording equipment, mailing machine, FAX and copy machines. Performs minor maintenance activities on office equipment.
Accommodation:	In accordance with the Americans the Disabilities Act and Washington's Law Against Discrimination, it may be possible to modify the requirements listed above to reasonably accommodate disabled individuals. However, the City will not make any accommodations which may pose serious health or safety risks to the employee or others or which impose undue hardships on the City.
Disclaimer:	The City intends the above statements to describe the general nature and level of work performed by a Public Information Officer. These statements are not intended to be an exhaustive list of all job duties performed by a Public Information Officer. Likewise, the City does not intend this job description to create an employment contract. The City reserves the right to revise or amend this job description at any time. Likewise, the City maintains its status as an at-will employer. Employees can be terminated for any reason not prohibited by law.

Employee

Date

Steven C. Lacy, Mayor

Date