

**PUBLIC INFORMATION OFFICER**

Job Description

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**DEFINITION**

Under general supervision, develops and implements a comprehensive public education and community relations program for the District; acts as District liaison with the community and news media to disseminate information about District programs, air quality hazards, and events; performs related work as assigned.

**SUPERVISION RECEIVED AND EXERCISED**

The **Public Information Officer** receives general supervision from an assigned lead person, supervisor, or manager. May exercise functional and technical direction to others assisting in special projects and programs assigned to the position.

**CLASS CHARACTERISTICS**

Incumbents can perform the complete duties of a comprehensive public education and community relations program. General guidelines for action are normally established; however, day-to-day activities require initiative and independent judgment, particularly when responding to media and public inquiries. This class is characterized by their responsibility to proficiently develop and produce publications, marketing campaigns, programs, presentations, and displays aimed at increasing public awareness about the District's functions, activities, and responsibilities, the health effects of air pollution, and the public's role in protecting air quality. This position requires proficiency in desktop publishing, computer graphics design, and acting as the District's webmaster. The position also requires excellent public speaking skills and excellent writing abilities. Attendance at occasional evening and weekend events is required.

**EXAMPLES OF ESSENTIAL JOB FUNCTIONS** (Illustrative Only)

Management reserves the right to add, modify, change, or rescind the work assignments of different positions and make reasonable accommodations so that qualified employees can perform the job's essential functions.

- Review, develop, and implement a public relations program designed to educate and inform on issues of public significance.
- Analyzes and evaluates the public's interest and extent of understanding of district functions and programs.
- Evaluates the effectiveness and coverage of public information activities.
- Prepares news releases, bulletins, brochures, newsletters, and other media for public dissemination; creates graphs and charts for public presentation.
- Represent the district at public meetings, conferences, professional associations, public health organizations, trade shows, fairs, and public and private school groups.
- Performs public speaking at community and business events and meetings; interfaces with local and regional governmental agencies and elected officials.
- Assists in coordinating the Board of Directors board book, including format and supporting documentation.
- Researches and analyzes materials for information to develop written documentation, reports, graphs, and press releases.
- Reviews and analyzes proposed and existing legislation for impact on the District.
- Responds to public and media inquiries regarding District regulations, permit processes, enforcement, legal authority, and air quality conditions.
- Develops and delivers educational presentations in classroom settings.
- Designs, writes, and oversees the production of media kits, brochures, newsletters, and other informational reference materials.
- Plans and coordinates news conferences and public meetings.

- Coordinates air quality warning information dissemination to radio, television, and newspaper publications within established guidelines.
- Develop and implement communication strategies.
- Formats, prints, publishes and disseminates District regulations, amendments, and District Newsletters.
- Maintains accurate records and files of work performed; prepares periodic and special reports as required
- Disseminate air quality warning and smog alert information to schools and the public in a timely manner.
- Works with other departments in packaging and compiling air quality data for use in reports.
- Provides media monitoring services for the Board and management.
- Establish and maintain effective working relationships with those contacted in the course of work.
- Must communicate effectively, maintain positive working relationships with coworkers and management, and interact effectively and professionally under pressure.
- Understand and follow oral and written directions; communicate effectively, both orally and in writing; and understand and work within the scope of authority.
- Processing Public Record Request (PRA) and oversight of the program.
- Provide support for grant implementation and track related time.
- Other duties as assigned.

## **QUALIFICATION GUIDELINES**

### **Education and/or Experience**

Any combination of training and experience that would provide the required knowledge, skills, and abilities is qualifying. A typical way to obtain the required qualifications would be graduation from college with a Bachelor's degree in public relations, communications, journalism, or a related field and two years of experience in public relations or any combination of training and/or experience that could likely provide the desired knowledge and abilities.

## **KNOWLEDGE AND ABILITIES**

### **Knowledge of:**

- The organization and function of public agencies, including the role of an elected Governing Board.
- Record keeping, report preparation, filing methods, and records management techniques.
- Air pollution or related environmental problems and enforcement programs.
- Principles and practices of public and community relations, mass communications, and the media
- Principles and practices of print and electronic media.
- Theories and techniques of journalism, expository writing, and editing.
- Principles, theories, and applications of design, reproduction, printing processes, and layout techniques.
- Desktop publishing, word processing software, and knowledge of website software programs.
- Standard office practices and procedures.
- Occupational hazards and standard safety practices.
- English usage, spelling, vocabulary, grammar, and punctuation.
- Techniques for providing a high level of customer service by effectively dealing with the public, vendors, contractors, and District staff.

### **Ability to:**

- Demonstrate excellent written skills; write clearly and concisely.
- Work independently and as part of a team with minimal supervision.
- Communicate clearly and concisely, both orally and in writing, and demonstrate excellent public presentation skills.
- Develop outreach and marketing materials for public audiences.
- Organize work, set priorities, meet critical deadlines, and follow up with minimum direction.
- Manage multiple projects simultaneously with minimum direction.
- Use publishing software in a Windows environment.
- Read, interpret, and record data accurately.
- Make sound decisions within established guidelines.
- Respond to issues and concerns from businesses, industry, public agencies, contractors, and the community.

- Analyze a complex issue and develop and implement an appropriate response.
- Follow written and oral directions.
- Observe safety principles and work in a safe manner.
- Operate an office computer and various word processing and software applications.
- Establish, maintain, and foster positive and effective working relationships with those contacted in the course of work.
- Research, compile, and summarize various technical reports and informational materials.
- Interpret, apply, and explain complex policies and procedures.
- Use tact, discretion, initiative, and independent judgment within established guidelines.

### **PHYSICAL ABILITIES**

Must be able to perform essential functions of the job. Work is performed in an office setting with moderate noise levels, controlled temperature conditions, and no direct exposure to hazardous physical substances. This position requires prolonged sitting, standing, walking, reaching, twisting, turning, kneeling, bending, squatting, and stooping in the performance of daily activities. Position requires grasping, repetitive hand-eye coordination, and fine manipulation skills for preparing reports and data using a PC keyboard, computer mouse, and office equipment. This position also requires good listening skills and the occasional need to lift, drag, and push files, computer reports, or other materials weighing up to 25 pounds. Travel by vehicle is required.

At times, the public can disagree with regulatory agency requirements and may be challenging to work with. This position must be able to handle these types of situations with diplomacy and tact.

### **WORKING CONDITIONS**

Work is performed in an office setting and at offsite locations such as community buildings, educational institutions, public facilities, etc.

### **SPECIAL REQUIREMENTS**

- This position must possess a valid California Class C Driver's License.
- Safety training as required by the District's Safety Program

**FSLA Status:** Non-exempt - Covered under Collective Bargaining Unit

Approved: June 1992

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