



Job Description

Public Information Officer

Pay Grade: G6

Employment Status: Full-Time

FLSA Status: Exempt

Experience Required: Minimum one (1) year of related experience with a governmental agency, including law enforcement and/or emergency management operations. Directly related work experience may be substituted for the formal education requirement on a year-for-year basis.

Minimum Education Requirements: Bachelor's Degree in Journalism, Public Relations, Marketing, Digital Media, Communications, Media Relations, or a related field.

Department: City Manager.

Direct Supervisor: City Manager.

Supervisory Responsibility: Direct (x); Indirect (x)

Primary Work Location: Works inside in an office setting and an outdoor field environment.

Certification: Valid State of Florida driver's license.

Job Summary: Assists in coordinating and facilitating internal and external strategic communications for the City and improve public awareness of City services, programs, activities, plans, and projects.

Essential Job Functions

An employee in this position may be called upon to do any or all of the following essential duties:

- Create content to improve public awareness of City services, programs, activities, plans and projects.
- Prepare press releases, statements, announcements, newsletters, videos, and social media posts.
- Conduct research, work on special projects and prepares reports for Supervisor.
- Serve as a contact quality and branding control for all City websites, publications, social media accounts and outreach programs.
- Assist with maintaining the City's website(s) and social media accounts for all departments. Also create new content and strategies for enhancing the City's reach through these media outlets.
- Coordinate special projects, activities, public awareness and community relations.
- Represent the City in civic, educational or public events as needed.
- Participate in events, photo opportunities, speaking engagements, etc. for the Mayor and City Council Members and City Staff.
- Perform other job duties as assigned.

Knowledge, Skills, and Abilities (KSA's) for Position

An employee in this class must have the following knowledge, skills, and abilities upon application:



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Knowledge

- Publication design, layout, and preparation of materials for a printer.
- Photography and photo editing.
- Web design, production, and maintenance.
- Social media design, layout, production, and maintenance.
- Video production and editing skills,
- Effective use of the Internet and other alternative media, including fluency in both the use of social media and the means to gauge its effectiveness.

Skills

- Strong written and oral communications and relational skills.
- Operate a variety of office equipment, including computer, printer, calculator, fax, typewriter, and copier.

Abilities

- May require after hours and or weekend work.
- Prepare and deliver effective presentations before the media, community groups and other organizations.
- Establish and maintain effective working relationships as necessitated by the work and collaborate effectively across a broadly diverse organization.

Physical Demands

The work is light work which requires exerting up 20 pounds of force occasionally, and/or up to 10 pounds of force to move objects. The following physical abilities are required:

- Balancing: Maintaining body equilibrium to prevent falling while walking, standing or crouching on narrow, slippery, or erratically moving surfaces. The amount of balancing exceeds that needed for ordinary locomotion and maintenance of body equilibrium.
- Feeling: Perceiving attributes of objects, such as size, shape, temperature or texture by touching with skin, particularly that of fingertips.
- Fingering: Picking, pinching, typing, or otherwise working, primarily with fingers rather than with the whole hand as in handling.
- Grasping: Applying pressure to an object with the fingers and palm
- Handling: Picking, holding, or otherwise working, primarily with the whole hand
- Hearing 1: Perceiving the nature of sounds at normal speaking levels with or without correction. Ability to receive detailed information through oral communication, and to make the discrimination in sound.
- Hearing 2: Ability to receive detailed information through oral communication, and to make the discrimination in sound.
- Lifting: Raising objects from a lower to a higher position or moving objects horizontally from position-to-position. Occurs to a considerable degree and requires substantial use of upper extremities and back muscles.
- Mental Acuity: Ability to make rational decisions through sound logic and deductive processes.
- Reaching: Extending hand(s) and arm(s) in any direction.



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- Repetitive Motion: Substantial movements (motions) of the wrist, hands, and/or fingers.
- Speaking: Expressing or exchanging ideas by means of the spoken word including the ability to convey detailed or important spoken instructions to other workers accurately and concisely.
- Standing: Particularly for sustained periods of time.
- Talking 1: Expressing or exchanging ideas by means of the spoken word including those activities in which they must convey detailed or important spoken instructions to other workers accurately, loudly, or quickly.
- Talking 2: Shouting in order to be heard above ambient noise level.
- Visual Acuity 1: Have close visual acuity to perform an activity such as: preparing and analyzing data and figures; transcribing; viewing a computer terminal; and/or extensive reading.
- Visual Acuity 2: Including color, depth perception, and field vision.
- Visual Acuity 3: Visual Acuity to determine the accuracy, neatness, and thoroughness of the work assigned or to make general observations of facilities or structures.
- Visual Acuity 4: Have visual acuity to operate motor vehicles and/or heavy equipment.
- Walking: Moving about on foot to accomplish tasks, particularly for long distances or moving from one work site to another.

**This position description is a general guideline for work behavior and is not intended to be a comprehensive listing of all job duties. Therefore, it is also not, nor can it be implied to be, a contract of employment. The contents of this position description may be changed without notice, and employment may be terminated by either party, at will. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential tasks.



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Signatures / Date

Reasonable accommodations may be made to enable qualified individuals with disabilities to perform the essential functions of this job.

Check the appropriate box, fill in the needed accommodations, if required, then sign and date.

- ☐ I have read and understand this job description and acknowledge that I am able to complete the essential functions of my job without accommodations.
- ☐ I have read and understand this job description and I would require the following reasonable accommodations to fulfill the essential functions of this job:

Employee Signature

Date

Supervisor Signature

Date

Human Resources

Date