



May 2007
FLSA: NON-EXEMPT

PUBLIC RELATIONS SPECIALIST

DEFINITION

Under direct supervision, performs a variety of support activities in administering the Town's public information, community, and public relations program in coordination with department goals and objectives and established public relations policies and procedures; and performs related work as required.

SUPERVISION RECEIVED AND EXERCISED

Receives direct supervision from the Public Information Officer. No direct supervision of staff is exercised.

CLASS CHARACTERISTICS

This is a single-position entry-level class in the Public Information Department. The incumbent performs various administrative duties in support of the Town's community and public relations program and administration activities and is responsible for providing administrative support to the assigned management staff in a variety of areas. This class is distinguished from other administrative classifications in that it functions at a higher and more complex support role and has a specialization in community and public relations programs and related activities.

EXAMPLES OF ESSENTIAL JOB FUNCTIONS (Illustrative Only)

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

- Assists in the formulation and development of a program of public information and education on the use of Town facilities, programs, activities, and services by preparing and distributing publicity releases through all available media; and performs other related duties in the distribution of information.
- Receives inquiries and provides information to the public and media regarding general and fact based topics by sending out news releases or responding via telephone or the Citizen Request Management system.
- Assists with the development and coordination of special projects, like Adopt-A-Street program, including developing marketing materials to recruit volunteers, writing and designing sponsorship packages, and communicating with potential sponsors.
- Researches information for use by the Public Information Officer in speeches and media inquiries.
- Prepares written publicity materials, such as letters, brochures, flyers, fact sheets, pamphlets, and newsletters.

- Coordinates and conducts tours of Town Hall and other Town sites.
- Assists in coordination of events, including recognition dinners, groundbreaking ceremonies, and dedication ceremonies; provides general assistance for Town-wide special events.
- Responds to internal work requests for marketing materials or other publications related to special programs or events by designing, writing and editing or updating new and previously created material.
- Updates and maintains project files, appropriate Town website pages, Town kiosk, photo archives, and historical archives.
- After appropriate training and approval, serves as Town spokesperson and represents the Town to media, outside organizations, and committees, in the absence of the Public Information Officer.
- Serves as an assistant to Public Information Officer during emergencies.
- Performs other duties as assigned.

QUALIFICATIONS

Knowledge of:

- Principles, practices, and techniques used in the conduct of an effective public information and publicity program for a Town or large public agency.
- Principles, practices, and procedures related to marketing, media relations, reporting, and news writing.
- Legislative activities of Federal, State, and local governments.
- Modern and complex principles and practices of program development and administration.
- Recent and on-going developments, current literature, and sources of information related to functional areas.
- Principles, practices, and techniques of handling and reporting confidential or politically sensitive information.
- Record keeping principles and procedures.
- Modern office practices, methods, and computer equipment.
- Computer applications related to the work.
- English usage, grammar, spelling, vocabulary, and punctuation.
- Techniques for dealing effectively with the public, vendors, contractors, and Town staff, in person and over the telephone.
- Techniques for effectively representing the Town in contacts with governmental agencies, community groups, and various business, professional, educational, regulatory, and legislative organizations.
- Techniques for providing a high level of customer service to public and Town staff, in person and over the telephone.

Ability to:

- Assist in planning, organizing, and coordinating a variety of public information, media, and legislative related activities and programs.
- Assist in developing effective public and community outreach strategies and campaigns; work effectively with groups of different ages and various socio-economic backgrounds; listen to and discuss problems and complaints tactfully.
- Analyze situations and identify pertinent problems/issues, conduct research to gather relevant information, evaluate alternatives, make sound recommendations, and prepare effective technical staff reports.
- Analyze, interpret, summarize, and present administrative and technical information and data in an effective manner.
- Interpret, apply, and explain complex laws, codes, regulations, and ordinances.

- Exercise discretion and maintain confidentiality in sensitive situations.
- Demonstrate an awareness and understanding of the political climate.
- Effectively represent the department and the Town in meetings with the media, governmental agencies, community groups, and various businesses, professional, and regulatory organizations and in meetings with individuals.
- Organize and prioritize a variety of projects and multiple tasks in an effective and timely manner; organize own work, set priorities, and meet critical time deadlines.
- Operate modern office equipment, including computer equipment and specialized software applications programs.
- Use English effectively to communicate in person, over the telephone, and in writing.
- Use tact, initiative, prudence, and independent judgment within general policy, procedural, and legal guidelines.
- Establish and maintain effective working relationships with those contacted in the course of the work.

Education and 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:

Equivalent to the completion of the twelfth (12th) grade and two (2) years of college coursework in communications, marketing, or public relations, or a related field, and one (1) year of experience in public relations or related experience.

License:

- Valid California class C driver's license with satisfactory driving record and automobile insurance.

PHYSICAL DEMANDS

Must possess mobility to work in a standard office setting and use standard office equipment, including a computer; to operate a motor vehicle; to visit various Town and meeting sites; and attend special events requiring standing for extended periods of time, as well as walking between work and even areas, potentially traversing uneven terrain; vision to read printed materials and a computer screen; and hearing and speech to communicate in person, before groups, and over the telephone. Finger dexterity is needed to access, enter, and retrieve data using a computer keyboard, typewriter keyboard, or calculator and to operate standard office equipment. Positions in this classification occasionally bend, stoop, kneel, reach, push and pull drawers open and closed to retrieve and file information. Employees must possess the ability to lift, carry, push, and pull materials and objects necessary to perform job functions.

ENVIRONMENTAL ELEMENTS

Employees work partially in an office environment with moderate noise levels, controlled temperature conditions, and no direct exposure to hazardous physical substances; and partially in the field at Town events and are occasionally exposed to loud noise levels, cold and hot temperatures, and inclement weather conditions. Employees may interact with upset staff and/or public and private representatives in interpreting and enforcing departmental policies and procedures.

WORKING CONDITIONS

May be required to work on evenings, weekends, and holidays to attend Town events.