

PUBLIC INFORMATION COORDINATOR - 202

DEFINITION OF WORK

Under general supervision, performs complex professional and administrative work in the implementation of Public Information programs for the City; does related work as required.

EXAMPLES OF WORK

Advises senior management, elected officials and other department heads of the public relations effects of proposed policies; plans, develops and administers public information programs involving both external and internal activities; assists in activities with respect to the communication media; coordinates and provides assistance to various departments with their public information programs; assists in implementing specialized programs during emergency situations; serves on various boards and committees representing the City; conducts tours or seminars for the public or other governmental agencies; and upon request writes speeches for board members and management.

EMPLOYMENT STANDARDS

Education and Experience: Any combination of education and experience equivalent to a bachelor's degree with major work in public relations, communications, journalism or related field and considerable experience within a public information or public relations environment.

Knowledge, Skills and Abilities: Comprehensive knowledge of modern principles, practices and techniques of public information; comprehensive knowledge of the policies and programs of local government and ability to interpret them to external and internal publics; comprehensive knowledge of public information and modern principles and practices of public relations media; comprehensive knowledge of writing, editing and printing techniques required to prepare annual reports and related documents; ability to develop promotional copy and perform technical editorial work; ability to write public information reports and releases; ability to promote public awareness of City attractions and facilities; ability to deliver addresses before both public and professional groups.

OR82

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