



City of Casa Grande

Public Information Officer

GENERAL PURPOSE: Under general supervision, performs technical and administrative duties in directing, planning, developing and implementing public information strategies using all aspects of public education, public relations, public involvement and media relations.

PRIMARY DUTIES AND RESPONSIBILITIES:

*The following duties **ARE NOT** intended to serve as a comprehensive list of all duties performed by all employees in this classification, only a representative summary of the primary duties and responsibilities. Incumbent(s) may not be required to perform all duties listed and may be required to perform additional, position-specific duties.*

- Develops, implements and maintains an effective public information program for the city organization and its departments.
- Prepares, reviews and edits letters, speeches, memoranda, proclamations and resolutions, calendars, and press releases; develops and prepares city booklets, publications, advertisements, newsletters and articles for general public information.
- Provides Mayor and Council with support/information on issues of interest to the media; assists departments and elected officials in responding to media inquiries and in promoting city programs, services, events and policies. Acts as city's official spokesperson with the media. Represents the city in various forums.
- Develops communication plans for various city campaigns, both internally and externally. Participates on various committees as necessary.
- Develops, implements and maintains city presence on cable television access channel, including planning/writing/producing/directing local programming for broadcast.
- Coordinates official city functions for the Mayor and Council/City Manager.
- Works with departments on media and protocol training/advice.
- Responds to public records requests made by the news media.
- Performs other duties as assigned or required.

SUPERVISION EXERCISED: None.

MINIMUM QUALIFICATIONS:

Education and Experience:

Bachelor's Degree in communications, journalism, public relations, public administration, or related field, and four (4) year's public relations or communications experience, preferably in a governmental agency; OR an equivalent combination of education and experience.

Necessary Knowledge, Skills and Abilities:

- Knowledge of communications, public relations and marketing principles and practices.
- Knowledge of municipal organization operations, services, practices and personnel.
- Knowledge of the principles, techniques and methods used in preparing news releases and publications.
- Knowledge of the techniques of graphics preparations, displays and visual aids.
- Knowledge of the principles and practices of public administration.

- Skill in communicating effectively, orally and in writing, including meeting with small and large groups.
- Skill in writing press releases, columns, newsletters, information flyers, website content and letters.
- Skill in developing creative and informative approaches to citizen participation, including gathering information through surveys and informal feedback.
- Skill in working under pressure of deadlines, maintaining a professional demeanor during stressful situations, and establishing and maintaining cooperative working relationships with employees, officials, other agencies and the general public.
- Skill in operating a personal computer utilizing a variety of software, including desktop publishing software.

Special Requirements: Possession of a valid Arizona Driver's License.

Physical Demands / Work Environment: Standard office environment. May occasionally require presentations/press conferences/information gathering at field locations.

The job description does not constitute an employment agreement between the employer and employee and is subject to change by the employer as needed.

