

PUBLIC INFORMATION OFFICER 1-2

CLASS DESCRIPTION

General Responsibilities:

This is responsible professional public relations work in developing and implementing a comprehensive Public Information Program on behalf of a specific city agency. This position coordinates all media relations, and prepares and disseminates appropriate public information regarding departmental activities, events and operations to both respond to the public interest and promote departmental objectives. Under the supervision of a higher-level manager or the agency head, this work involves considerable judgment and discretion in identifying, recommending, implementing, and evaluating public and internal information programs.

This series is structured to provide advancement from a Public Information Officer 1 to a Public Information Officer 2, as a function of the employee's career development, but generally at most within two years of starting employment as a Public Information Officer 1. Progression from a Public Information Officer 1 to Public Information Officer 2 is based on increased employee expertise and responsibility, independence of action, and experience in and knowledge of agency policies and procedures with respect to public information. Specific training may also be required for advancement, as determined by the hiring agency.

Public Information Officer 1

This is the entry level of the Public Information Officer career progression series. This work is characterized by more structured and/or closely reviewed professional assignments. Under limited supervision, employees are expected to exercise professional judgment and discretion within established parameters, and may provide supervision or leadership to other employees in achieving objectives.

Public Information Officer 2

This is the objective level of the Public Information Officer career progression series. Employees must exercise considerable professional judgment in releasing sensitive information. Under general supervision, employees are expected to exercise considerable professional judgment and discretion within established parameters, and may provide supervision or leadership to other employees in achieving objectives.

Examples of Duties and Responsibilities:

Public Information Officer 1

Under direction, design, develop and implement a comprehensive Public Information Program within an agency, incorporating both general and special information/

communication needs and utilizing various media, including print, audio/visual, social media, and other appropriate vehicles of communication.

Compile, coordinate, edit, prepare, develop, distribute and maintain print and published information for the agency, including, but not limited to, information on the agency website, annual reports, newsletters, brochures, bulletins, listserve information and other information outlets as appropriate.

Develop ongoing media relationships and serve as liaison and primary contact for media and other external agencies in public information/education matters. Schedule news conferences and provide and/or facilitate the dissemination of agency information. Present on-air information in a professional manner both in studio and in the field. Ensure Mayor's Office, Common Council and other City agencies are kept apprised of relevant projects and activities.

Compile, coordinate, edit, prepare, develop, distribute and maintain audio/visual information for the agency, including, but not limited to, public service announcements, advertisements, PowerPoint presentations, and audio/video productions for internal and external use. Coordinate, schedule, contract for and/or purchase air time for audio/video productions.

Keep abreast of and utilize various social media, including Facebook, Twitter, LinkedIn, and other new sites that may emerge. Determine the applicability of various social media sites to the agency's ability and need to disseminate information to the public.

Ensure translation and foreign language availability of publications and other communications consistent with City policy and procedures, when possible.

Conduct and/or coordinate media training and crisis communications training sessions for staff likely to respond to the electronic and print media inquiries. Develop information messages and speaking points and prepare and distribute news releases, information packages and public service announcements to media, external agencies and the public.

Respond to informational requests from the media and the general public. Prepare relevant statistics, reports, etc., as appropriate, after consulting with supervisor. Work closely with the City Attorney's Office in responding to requests under the Open Records law to assure compliance and/or the maintenance of sensitive information.

Attend meetings to maintain up-to-date information on agency events and operations in order to provide relevant public information.

Solicit, coordinate, schedule and assign community speaking engagements and presentations to clubs, organizations, civics groups and school classes. Plan, coordinate and execute community events and participation in events, conferences and expositions.

Coordinate and or communicate agency efforts as they relate to customer requests, feedback, and on-going concerns. Track, manage, coordinate and ensure proper and timely response to general outside request and inquiries, including letters, emails and web-based communications. Analyze the extent of public understanding and acceptance of the department's programs and activities through market research.

Participate in emergency response training and activities of the agency and maintenance of the agency's emergency response plan. Identify the need for and develop risk assessment and public information messages for bioterrorism, natural disaster, public health emergencies or other issues in conjunction with appropriate staff. Participate in related state and county-wide emergency exercises.

Manage and supervise staff and interns as required.

Collaborate with other public information officers in the City and other governmental agencies to maintain positive relationships.

Perform related work as required.

Public Information Officer 2

Perform the work of a Public Information Officer 1, with a higher degree of professional complexity; independence; initiative; judgment and discretion; and personal accountability in the preparation, presentation and justification of recommendations.

Plan, develop, implement and maintain the agency's Social Media program. Oversee all electronic communication, including social media (Instagram, Twitter, Facebook), email lists, YouTube channel and web-based content marketing.

Develop and execute a crisis communication plan. Oversee emergency email alert and text alert notification systems.

Develop and execute community outreach strategy for major projects. Track community engagement as a given project progresses.

Create and implement an annual Strategic Communication Plan, aimed at promoting key agency initiatives and meeting specific goals.

Track the success of overall communication strategy through website analytics, web page feedback, social media analytics, program participation, media mentions and earned media.

Perform related work as required.

QUALIFICATIONS

Training and Experience:

Generally, positions in this classification will require:

Public Information Officer 1

Three years of responsible professional multimedia public/community relations experience in the research, development, and delivery of a technical (e.g., health, safety, environmental) communications program. Such experience would normally be gained after graduation from an accredited college or university with a major in public relations, communication, journalism, marketing or a closely related field. Other combinations of training and/or experience which can be demonstrated to result in the possession of the knowledge, skills and abilities necessary to perform the duties of this position will also be considered.

Public Information Officer 2

Two years of experience coordinating a public information program in a larger agency comparable to that gained as a Public Information Officer 1. Such experience would normally be gained after graduation from an accredited college or university with a major in public relations, communication, journalism, marketing or a closely related field. Other combinations of training and/or experience which can be demonstrated to result in the possession of the knowledge, skills and abilities necessary to perform the duties of this position will also be considered.

Specific training and experience requirements will be established at the time of recruitment.

Knowledge, Skills and Abilities:

Public Information Officer 1

Working knowledge of applicable promotional, public relations, and journalist theories, techniques and practices. Working knowledge of print, broadcast, and media principles and practices. Working knowledge of standard social media platforms. Working knowledge of and ability to use computer software applicable to the duties of the position. Knowledge of the Open Records law and appropriate confidentiality standards. Knowledge of applicable departmental principles, practices and terminology. Ability to develop, recommend and promote public information materials in keeping with the department's missions and goals. Ability to communicate effectively both in writing and orally. Ability to cultivate and maintain positive relations with the media. Ability to produce and promote public information events, write accurate news releases, and public service announcements, and to review and edit the related work of others. Ability to compile and disseminate appropriate information about departmental activities, events and operations. Ability to organize activities, establish priorities and meet deadlines. Ability to establish and maintain effective working relationships. Ability to communicate to a diverse audience. Ability to

draw appropriate conclusions from varied data including identifying sources of information. Ability to provide on-air and live broadcast presentations. Ability to maintain adequate attendance.

Public Information Officer 2

Thorough knowledge of applicable promotional, public relations, and journalist theories, techniques and practices. Thorough of print, broadcast, and media principles and practices. Thorough knowledge of standard social media platforms. Thorough knowledge of and ability to use computer software applicable to the duties of the position. Working knowledge of the Open Records law and appropriate confidentiality standards. Working knowledge of applicable departmental principles, practices and terminology. Ability to develop, recommend and promote public information materials in keeping with the department's missions and goals. Ability to communicate effectively both in writing and orally. Ability to cultivate and maintain positive relations with the media. Ability to produce and promote public information events, write accurate news releases, and public service announcements, and to review and edit the related work of others. Ability to compile and disseminate appropriate information about departmental activities, events and operations. Ability to organize activities, establish priorities and meet deadlines. Ability to establish and maintain effective working relationships. Ability to communicate to a diverse audience. Ability to draw appropriate conclusions from varied data including identifying sources of information. Ability to provide on-air and live broadcast presentations. Ability to maintain adequate attendance.

Necessary Special Qualifications:

Ability to meet the transportation requirements of this position.

Specific required trainings will be identified on a position-by-position basis.

Physical Requirements:

Incumbents will be expected to travel throughout the City of Madison to participate in a variety of community outreach programs throughout the year. This may involve extended periods of time driving a vehicle, standing, and conversing with the public in a variety of weather conditions. Incumbents may also be expected to travel to the various news outlets to participate in interviews and other related activities. Otherwise, work is performed in a traditional office environment, using computers, telephones, and related equipment.

Department/Division	Comp. Group	Range
Various	18	08
Various	18	10

Approved: _____
Harper Donahue IV Date