

PUBLIC INFORMATION/COMMUNICATIONS OFFICER

*Class specifications are intended to present a descriptive list of the range of duties performed by employees in the class. Specifications are **not** intended to reflect all duties performed within the job.*

SUMMARY DESCRIPTION

Under general administrative direction, serves as liaison for the City to the public on a variety of topics. Performs research, write and edit press releases, social media management, design, and photo editing, website maintenance, and communications tasks necessary to develop and administer the City's community relations and public information. Reviews City-wide outbound communication, performs administrative and analytical projects and other related duties as required.

REPRESENTATIVE DUTIES

The following duties are typical for this classification. Incumbents may not perform all of the listed duties and/or may be required to perform additional or different duties from those set forth below to address business needs and changing business practices.

1. Work with the City's branding firm, to develop, implement, and maintain an effective public information program and coordinate public relations activities for City Council, City Manager and City departments.
2. Execute a weekly, in person strategy discussion with the City Manager and City departments.
3. Monitor local and national publications and online alerts for stories about Antioch.
4. Monitor and report on communications metrics on a monthly basis. Metrics may include, but are not limited to: hits per page; most visited page, total views; total time spent on website and social media pages; bait clicking; and other performance measures as determined.
5. Develop and manage a 12-month calendar for City communications and a related plan for executing that plan.
6. Provide leadership and direction for the implementation and maintenance of a citywide strategic communication plan that keeps the public and the workforce highly informed, engages the public in local government and manages media relations.
7. Champion, manage, and monitor the use of all forms of communication including social media platforms, the City's media channels, print materials, and other communication methods that are available or might become available in the future.
8. Coordinate and administer the City's message across all communication platforms to portray a concerted, organized and clear message.
9. Work with the City Managers department on the Weekly Update to educate and advise subscribers on City issues, meetings, events, programs, services and/or projects on a

weekly basis.

10. Work with City Manager, City Departments, City partners and influencers to gather news about Antioch for distribution via social media, e-news platforms or City website.
11. Evaluate and provide recommendations to the City Manager on an emergency communications platform (examples: Nixle/Everbridge) to support strong community outreach.
12. Develop a plan to reach target audiences with all types of City communication platforms.
13. Develop and administer survey platforms to gain public input on key issues.
14. Enhance the City's public media outlets to include providing strategic support for communications projects, initiatives, and campaigns designed to advance the City's vision, mission, image and branding.
15. Create messaging to drive interaction and build excitement through sharing relevant content. Draft and edit news releases, media advisories, informational matter and distributing to designated media outlets upon direction and approval by the City Manager or designee.
16. Act as City's official spokesperson with the media.
17. Create content for press releases.
18. Manage media inquiries and interview requests.
19. Facilitate broadcast and telephone interviews with the media as well as responses to email inquiries.
20. Develop media relations strategy.
21. Proactive media relations, through writing, reviewing and editing of news releases, emails, articles, postings and publications.
22. Facilitate news conferences and prepare all necessary materials as needed.
23. Work with the City's branding and marketing firms, to develop, implement, and maintain an effective public information program and coordinate public relations activities for City Council, City Manager and City departments.
24. Proactively promote City accomplishments and activities.
25. Provide and coordinate media training to management and employees as requested or needed.

26. Presentations and staff reports at City Council meetings and other public meeting is required.
27. Assist and counsel elected officials, City Manager and department heads concerning public relations (a 24/7 function).
28. Develop crisis strategy and training to Department Heads and City Council.
29. Provide 24/7 crisis response.
30. Develop messaging and communications tools.
31. Coordinate press conferences.
32. Prepare and distribute news releases and communications.
33. Provide spokesperson training and support.
34. Provide post-crisis evaluation and debriefing.
35. Perform related duties as required.

QUALIFICATIONS

The following generally describes the knowledge and ability required to enter the job and/or be learned within a short period of time in order to successfully perform the assigned duties.

Knowledge of:

- Advanced principles and practices of public administration, including the organization, functions, and problems of municipal government.
- Journalism and public relations, including the understanding of requirements of various media, the Freedom of Information Act, Public Records Request Act and the Brown Act.
- Individual and group dynamics including volunteers and community based organizations
- Operations, services, and activities of a municipality.
- Government, council, and legislative processes.
- Principles and practices of municipal budget, preparation, and administration.
- Current social, political, and economic trends and operating problems of municipal government.
- Principles and practices of program development and administration.
- Advanced principles and practices of organization, management, and supervision.
- Principles and practices of strategic planning.
- Pertinent federal, state, and local laws, codes, and regulations.
- Principles of effective public relations and interrelationships with community groups and agencies, private businesses and firms, and other levels of government.
- Methods and techniques of research, statistical analysis, and report presentations.

Ability to:

- Analyze a variety of complex problems with emphasis on those related to community relations, political and social processes, and community needs

- Identify and respond to sensitive community, organizational, and City Council issues, concerns, and needs.
- Represent the City effectively in meetings with governmental agencies, community groups, boards and commissions, and the public and building consensus among participants.
- Prepare clear and concise administrative and financial reports.
- Interpret and apply federal, state and local policies, laws and regulations.
- Make effective public presentations.
- Communicate clearly and concisely, both orally and in writing.
- Establish and maintain effective working relationships with those contacted in the course of work.

Education and Experience Guidelines

Education/Training:

A Bachelor's degree from an accredited college or university with major course work in public relations, journalism, communications, and mass communications or closely related field. Master's degree in public or business administration is highly desirable.

Experience:

Five years of responsible experience involving public relations, press relations, internal and external communications, social media, including experience developing, implementing and managing a comprehensive communication program. Experience in municipal government is desirable.

Possession of a valid California Driver License

PHYSICAL DEMANDS AND WORKING ENVIRONMENT

The conditions herein are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential job functions.

Environment: Work is conducted primarily in an office setting. Work involves travel and frequent attendance at meetings, including many that may be conducted during the evening or on weekends, and irregular hours as necessary to meet deadlines and achieve objectives.

Physical: Primary functions require sufficient physical ability and mobility to work in an office setting; to stand or sit for prolonged periods of time; to occasionally stoop, bend, kneel, crouch, reach, and twist; to lift, carry, push, and/or pull light to moderate amounts of weight; to operate office equipment requiring repetitive hand movement and fine coordination including use of a computer keyboard; and to verbally communicate to exchange information.

FLSA: Exempt

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This class specification identifies the essential functions typically assigned to positions in this class. Other duties not described may be assigned to employees in order to meet changing business needs or staffing levels but will be reasonably related to an employee's position and qualifications. Other duties outside of an individual's skill level may also be assigned on a short term basis in order to provide job enrichment opportunities or to address emergency situations.