

## **PUBLIC INFORMATION & COMMUNICATIONS SPECIALIST I**

### **JOB DESCRIPTION**

**Classification Responsibilities:** A Public Information & Communications Specialist I is an entry-level professional classification that reports to the Public Information & Communications Director or a Broadcast and Multimedia Program Director and is responsible for developing, coordinating, and implementing a public relations, marketing, and/or education program for assigned departments or units. A Public Information & Communications Specialist I is responsible for serving as an information resource to a variety of people such as: citizens, contractors, architects, developers, business owners and their employees, news media, and community groups regarding an assigned area. Functions of this classification may include, but are not limited to, public relations, media relations, education, and marketing. Specific job duties may include: handling electronic and print media activities, press releases, and advertising; meeting with interested parties to market City programs and services; writing articles for publication; graphic design which includes planning, developing, and implementing a variety of information for programs or materials for use by employees and the general public; developing public education programs and materials for a variety of audiences; and attending neighborhood meetings, community events, school groups, church groups, club meetings, etc. A Public Information & Communications Specialist I may also be responsible for maintaining the department/division website. Additional duties may include: developing and producing information using web technology; writing and designing pages for the website to keep it up-to-date, interesting, and interactive; and maintaining the website content to City specifications and design standards. Responsibilities may also include supervision of clerical or paraprofessional classes. Employees in this class may perform any combination of public relations, media relations, education, and marketing duties as assigned. This class performs related duties as required.

**Broadcast-Multimedia Services Social Media Program Assignment:** Works with Broadcast-Multimedia Services team on social media and digital engagement marketing strategies. Duties include: identifying City objectives and advising on suitable measurement strategies by benchmarking performance across all online channels and advising on key performance indicators (KPIs) using methodical performance analysis to influence/support campaign strategies; developing custom digital marketing dashboard concepts for city using monitoring tools and reporting via Excel, when appropriate, to report on key metrics; analyzing and interpreting trends and providing actionable insights based on available analytics data; analyzing the effect of different digital/social media channels on each other and developing and implementing innovative strategies for improvement and growth; and analyzing online user behavior, conversion data and customer journeys, funnel analysis and multi-channel attribution. In addition, performs ad-hoc analytics and channel optimization analysis for various city departments. Works closely with Broadcast/Multimedia Services team on social media platforms posting content, engaging with followers/users/residents and monitoring City's digital engagement presence.

**Distinguishing Features:** This class is distinguished from the Public Information & Communications Specialist II class by the latter's responsibility for performing work of greater complexity and scope, the considerable latitude exercised, lead responsibilities, and minimal supervision received. A significant element of work involves public contact of a specialized nature, which requires patience, tact, and persuasion in dealing with citizens, news media, representatives, and businesspersons who are affected by City programs or projects. This class is FLSA exempt-administrative (full-time classification). This class is FLSA nonexempt (part-time classification).

## QUALIFICATIONS

**Employee Values:** All employees of the City of Mesa are expected to uphold and exhibit the City's shared employee values of Knowledge, Respect, and Integrity.

**Minimum Qualifications Required.** Any combination of training, education, and experience equivalent to graduation from an accredited college or university with a Bachelor's Degree in Public Relations, Communications, Digital Marketing, Journalism, or closely related field. Good (1 - 3 years) full-time experience involving public information, public relations, media relations, digital marketing, market trend analysis/statistics, communications, or a related field.

**Special Requirements.** Must possess a valid Arizona Driver's License by hire date.

**Substance Abuse Testing.** None.

**Preferred/Desirable Qualifications.** Experience with desktop publishing and Hyper Text Markup Language (HTML) is preferred by assignment.

## ESSENTIAL FUNCTIONS

One position may not include all of the essential functions, knowledge and abilities listed, nor do the listed examples include all the knowledge and abilities which may be found in positions of this classification.

**Communication:** Serves as the City's liaison to business establishments, citizens, news media, and community groups regarding assigned area. Responds to citizens, news media, etc., seeking information regarding assigned area. Designs, writes, and edits a variety of printed material including brochures, flyers, newsletters, press releases, reports, community notification letters, program policies, training curriculum, proposals, and other marketing and promotional materials in order to provide assigned area information. Prepares written correspondence for the Mayor, City Manager, and other management personnel regarding assigned area issues and situations. Prepares and delivers effective oral presentations.

**Manual/Physical:** Operates a motor vehicle requiring a valid Arizona Driver's License to travel to various locations to give presentations and attend meetings. Operates a variety of standard office equipment including: a personal computer (PC), calculator, facsimile machine, copier, and voice mail. Operates various audio-visual (AV) equipment such as videocassette recorders, film projectors, tape recorders, slide projectors, and screens for presentations. Enters data or information into a PC. Prepares and updates schedules, graphs, charts, or props for displays and presentations. Prepares boxes/bundles of forms, mail, pamphlets, and newsletters for distribution and mailing. Moves equipment and materials using a handcart/dolly. Carries objects such as projectors and screens for distances up to 100 feet or more. Sets up and/or removes folding tables and chairs for classroom settings and various events. Stands for extended periods of time to make presentations. Monitors inventory, and orders or purchases supplies as needed. Acts as custodian for all special public event/education equipment and requests maintenance as needed. Shoots photographs for assigned area publications and archives. Operates/uses desktop publishing to provide design services. Meets scheduling and attendance requirements.

**Mental:** Identifies and responds to public and City Council issues and concerns. Creates, designs, and implements public awareness campaigns for assigned special assignments. Develops and produces publications for the general public. Develops AV materials including slide shows, videotape programs, and photographic displays. Helps organize community service projects. Coordinates work activities, program functions, and special events with other City departments, cities, and agencies. Comprehends and makes inferences from written material (example: reports and statistics) to provide information to the public or to evaluate the effectiveness of a program. Performs mathematical and statistical computations for statistical reports and cost analyses for assigned activities. Develops design layouts for promotion and marketing materials. Learns job-related material regarding computer applications, and industry updates related to areas of responsibility. Prioritizes multiple projects, meets required deadlines, and handles more than one project simultaneously. Meets scheduling and attendance requirements.

**Knowledge/Skills/Abilities:**

Knowledge of:

the general theories and complex principles and practices of public relations, public information, marketing, and basic communication techniques;  
advertising and publicity techniques and practices;  
printing techniques and style guidelines for writing press releases and publications;  
techniques of publication preparation, and design of brochures, displays, and visual aids;  
English language usage and terminology used by various media;  
HTML and website production;  
project management, and research methods and techniques; and  
principles and practices of composing and editing informational material.

Skill in:

effectively communicating with the general public;  
making oral presentations;  
organizing a program or major event; and  
producing graphic designs, brochures, and other materials for training programs or public presentations.

Ability to:

establish and maintain effective working relationships with coworkers, City management, business owners, contractors, media personnel, citizens, and the general public;  
develop marketing and promotional materials;  
write creatively to ensure audience interest;  
present information clearly and in an interesting manner, both verbally and in writing to various audiences;  
work with other City divisions and departments as needed to complement outreach programs of various departments;  
develop educational materials for a variety of audiences (example: pamphlets, posters, coloring books, public service announcements);  
attend neighborhood meetings, community events, school groups, church groups, etc., to promote assigned area of responsibility;

provide expertise/consultation on joint projects outside the City of Mesa with other municipalities, national organizations, and associations;  
interact tactfully and courteously with the public;  
identify and respond to public and City Council issues and concerns;  
operate computerized informational databases for tracking programs and related information;  
keep accurate records and prepare reports; and  
effectively handle comments and feedback for the public.

The duties listed above are intended only as general illustrations of the various types of work that may be performed. Specific statements of duties not included does not exclude them from the position if the work is similar, related, or a logical assignment to the position. Job descriptions are subject to change by the City as the needs of the City and requirements of the job change.

Revised 4/18

GL/aa/co

CS4561.DOCX (Full-time)

PAY GRADE: 49

CS4687 (Part-time)

PAY GRADE: 49

EEO-Prof

IND-9410

JOB FCTN-ADM

SWORN-No

INCREMENTS 56-200