

PUBLIC INFORMATION & COMMUNICATIONS SPECIALIST II

JOB DESCRIPTION

Classification Responsibilities: A Public Information & Communications Specialist II is a journey-level, professional classification that reports to the Communications Director and is responsible for developing, coordinating, and implementing public relations, marketing, and/or education campaigns for assigned departments or divisions. A Public Information & Communications Specialist II is responsible for serving as an information resource to a variety of people such as: news media, citizens, businesses, community stakeholders, and Mesa employees within an assigned area. Functions of this classification may include, but are not limited to, public relations, media relations, marketing, social media, and community engagement. Specific job duties may include: writing press releases, articles, newsletters, and op-eds; distributing press releases and pitching stories to the news media; drafting and publishing social media messages; developing talking points and event runs-of-show; meeting with interested parties to market City programs and services; planning and developing information and materials to promote Mesa programs and services; developing public education programs and materials for a variety of audiences; and maintaining public information contacts database and attending press conferences, neighborhood meetings, community events, school groups, church groups, club meetings, etc. A Public Information & Communications Specialist II may also be responsible for maintaining the department/division website. Additional duties may include: developing and producing information using digital 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. Certain positions may have lead responsibilities for a project or team. 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.

Distinguishing Features: This class is distinguished from the Public Information & Communications Specialist I class by 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 news media, representatives, businesspersons, and citizens who are affected by City programs or projects. This class is FLSA exempt-administrative.

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, Marketing, Journalism, or closely related field. Considerable (3 - 5 years) full-time experience involving public information, public relations, media relations, marketing, communications, or a related field.

Special Requirement. Must possess a valid Class D 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 news media and citizens seeking information regarding assigned area. Writes, designs, and edits a variety of printed material including press releases, blog posts, newsletters, presentations, brochures, flyers, reports, community notification letters, program policies, training curriculum, proposals, and other marketing and promotional materials. Prepares written correspondence for the Mayor, Council, 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 standard Class D 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), facsimile machine, copier, and voice mail. Operates various audio-visual (AV) equipment, such as: digital cameras and recorders, projectors, and screens for presentations. Enters data or information into a PC. Uses email and is proficient in Windows, Microsoft Office, and Adobe Acrobat. 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 video and photo 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 presentations, videos, and photographic displays. Helps organize community services projects. Coordinates work activities, program functions, and special events with other City departments, cities, and agencies. Comprehends and makes inferences from written material (examples: 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.

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 best 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 (examples: pamphlets, posters, coloring books, public service announcements, etc.);
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;
oversee the division website;
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.

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EEO-Prof

JOB FCTN-ADM

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