

SENIOR PUBLIC INFORMATION & COMMUNICATIONS SPECIALIST

JOB DESCRIPTION

Classification Responsibilities: A Senior Public Information & Communications Specialist is an advanced-level professional that is responsible for developing, coordinating, and implementing a public relations, marketing, and/or education strategy that has Citywide impact on behalf of the Mayor, Council or City executive management. Duties include: serving as an expert information resource to a variety of people such as: elected officials, executive management, 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, video production, 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. Duties may also include: responsibility for maintaining the department/division website and/or social media platforms. 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. 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.

Broadcast and Multimedia Services Assignment: Duties include responsibility for developing, writing, and producing a variety of complex video productions. Writing scripts for video programs and social media cutdowns; researching information; editing video; planning staffing, equipment, and materials for video programs, productions, or events; directing video shoots; conducting on-camera interviews and hosting presentations; operating a variety of audio/video equipment such as broadcast video camera, audio board, linear and non-linear editors, lighting and gripping equipment, and microphones; and creating graphics. The class is also responsible for maintaining an audio-visual library, which includes equipment, tapes, slides, and video programs. The Senior Public Information and Communications Specialist in this assignment is expected to have extensive experience in broadcast, video and audio production. Comprehensive understanding of and as it relates to video and audio program brainstorming, development, and implementation.

Citywide Public Information and Communications Assignment: Duties include responsibility for developing, writing, and producing a variety of press releases for news media and the City's digital newsroom. Writing scripts and run-of-show documents for major City media and special events; researching information and coordinating public records requests from media outlets; planning staffing, equipment, and materials for City events; conducting interviews with City executive management, elected officials, and department management in support of broadcast and multimedia services production team; works extensively with City executive management, elected officials and associated staff on a daily basis providing consulting and support for media interactions and other public relations projects and/or issues. The Senior Public Information & Communications Specialist in this assignment is expected to have extensive experience working with high level management, elected officials and

diverse media outlets and mediums. Comprehensive understanding of and as it relates to sophisticated development and implementation of strategic communication plans and public outreach programs.

Distinguishing Features: The Senior Public Information and Communications Specialist class is distinguished from the Public Information and Communications Specialist II class by the more advanced and complex nature of assignments, the involvement in high-level projects for the Mayor, City Council, and City Manager's Office, and the independent judgment and decision making exercised. Incumbents in this class may be asked for input to policy development/revision activities and are expected to explain/interpret policy to their coworkers as well as lead by example. 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. Supervision is received from the Public Information & Communications Director or Broadcast & Multimedia Program Director who evaluates work through conferences, meetings, written reports, and overall results achieved. 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. Extensive (5+ years) full-time experience involving public information, public relations, media relations, marketing, communications, or field related to the program area.

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) and video production experience, including pre-production, production and post-production activities are 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 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), calculator, copier, and voice mail. Operates various audio-visual (AV) equipment, such as: digital audio recorders, video 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: multi-media digital presentations, videotape programs, 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 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 department 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

INCREMENTS 56-200

PAY GRADE: 53

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