

CITY OF CARSON

Title: MANAGER - PUBLIC INFORMATION

Job Summary:

Under the direction of the City Administrator, plan, develop, organize and manage the activities and operations of the City's Public Information Office; administer and coordinate promotional activities and public, community and media relations; supervise and evaluate the performance of assigned staff.

Essential Duties and Responsibilities:

(These functions are representative and may not be present in all positions in the class. Management reserves the right to add, modify, change or rescind related duties and work assignments.)

1. Plan, develop, organize and administer a variety of public relations activities and advertising to promote positive public information programs for the City; establish departmental goals and objectives.
2. Coordinate activities and communications between the City and a variety of community agencies, organizations and groups such as the Carson Rose Float Association, Carson Sister City Committee and the Public Relations Committee.
3. Represent the City as assigned at official functions including ribbon-cutting ceremonies, open houses, dedications and ground breakings.
4. Develop, prepare, and coordinate formats for publicity campaigns and advertising for City activities and special events; conduct and coordinate tours of City Hall for schools, community organizations and outside agencies.
5. Plan and develop promotional videos and booth displays for local, regional and national governmental conferences, exhibitions, City facilities and trade shows; represent the City at such events.
6. Respond to media inquires; coordinate, monitor and edit press releases; organize and coordinate press conferences.
7. Coordinate program production and broadcast scheduling for cable television use; monitor disseminated information and special presentations made by the City Council, departments and designated agencies.
8. Plan, develop, organize and manage public relations programs/campaigns for special events and activities sponsored by City departments and City related agencies.
9. Performs related duties as required.

Qualification Guidelines:

A typical way to obtain the requisite qualifications to perform the duties of this class is as follows:

Education and Experience:

Bachelor's degree in journalism or equivalent. Four (4) years of increasingly responsible public information experience, including one (1) year in a supervisory capacity.

Knowledge of:

- . Development, organization, coordination and management of public information activities and programs.
- . Public relations and promotional techniques.
- . Budget preparation, control and management.
- . Journalism skills in writing, editing and preparing articles for publication.
- . Layout and production of printed materials.
- . Modern office practices, procedures and equipment.
- . Oral and written communications skills.
- . Correct English usage, grammar, spelling, punctuation and vocabulary.
- . Interpersonal skills using tact, patience and courtesy.
- . Principles and practices of administration, supervision and training.
- . City organization, operations, policies and objectives.
- . Applicable laws, codes, regulations, policies and procedures.

Skill and Ability to:

- . Plan, develop, organize and coordinate public, community and media relations for the City.
- . Represent the City at meetings, conferences and special events.
- . Organize and coordinate press conferences and news releases.
- . Promote a positive image of the City through advertising and media contacts.
- . Prepare and deliver oral presentations.
- . Communicate effectively both orally and in writing.
- . Read, interpret, apply and explain codes, rules, regulations, policies and procedures.
- . Establish and maintain cooperative and effective working relationships with others.
- . Analyze situations accurately and adopt an effective course of action.
- . Meet schedules and time lines.
- . Work independently with little direction.
- . Plan and organize work.
- . Train, supervise and evaluate personnel.

License and Certificate:

Valid California driver's license.

Physical Requirements and Working Conditions:

Employee accommodations for physical or mental disabilities will be considered on a case-by-case basis. Positions in this class normally:

- . Require vision (which may be corrected) to read small print.
- . Require mobility of arms to reach and dexterity of hands to grasp and manipulate small objects. Lower body mobility may not be required.
- . Perform work which is primarily sedentary.
- . Is subject to inside and outside environmental conditions.
- . May be required to use personal vehicle in the course of employment.
- . May be required to attend periodic evening meetings and/or to travel within and out of District boundaries to attend meetings.
- . May be required to work evenings or weekends.