

PUBLIC INFORMATION ANALYST

Job Summary:

Under general supervision, develops and implements public information, media and community relations programs designed to create and maintain a favorable public image for the city.

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. Responsible for publishing the city's newsletter, which involves duties such as development of story line-up, interviews, research, writing and editing of articles, and supervision of layout and design.
2. Prepares bid specifications, requests for proposal and obtains price quotes for publications and promotional items, and consults with vendors.
3. Assists in preparing the division's annual budget, drafts Council agenda items, conducts research and performs other administrative duties.
4. Assists in the development and implementation of community relations strategies to promote the city's programs and activities.
5. Develops and implements media relations program for the city, including preparation of press releases, media advisories, city officials' press statements; coordinates press conferences, media interviews and photo opportunities.
6. Prepares speeches, talking points, official statements, and letters to the editor and various correspondence for the City Council.
7. Assists in all city events and coordinates such details as invitations, tickets, room set-up, catering, speakers and entertainers; handles all promotion and publicity tasks related to city events.
8. Writes copy for newspaper advertisements, public service announcements, flyers, brochures, proclamations, plaques and certificates of commendations and recognition.
9. Coordinates all photo and cable coverage for city events and activities.
10. Works, as assigned, with the City Manager and/or elected officials on special, high-profile, or sensitive projects.
11. Coordinates and conducts tours of City Hall and other city facilities for schools, community organizations and outside agencies.
12. Maintains a section on the city's website.
13. Staffs the Public Relations Commission and other committees as assigned.
14. 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/or Experience:

Bachelor's degree in communications, journalism, or related field and two (2) years of full-time, paid professional-level experience in public information, media relations and public relations. Experience and/or education in a related field may be substituted on a year for year basis.

Knowledge of:

- Methods, practices and procedures used in public information, public relations, journalism and media management.
- Techniques of writing, editing, graphic design, layout and desktop publishing in a wide variety of publications including web publishing.
- Effective methods used in disseminating information to the public through the media
- Basic budgeting practices and procedures.
- Basic purchasing practices and contract administration.
- City organization, operations, policies and objectives.
- Personal computer software and hardware.
- Office practices and procedures.
- General record keeping practices.
- Research, statistical and analytical methods.
- Cost analysis.
- Effective methods of report presentation.

Skill and Ability to:

- Plan, develop and implement public information and community relations programs involving city services, programs and activities.
- Prepare press releases, feature stories, and other materials to be distributed, published and delivered to different target audiences.
- Edit, design and layout copy for newsletters, flyers, invitations, brochures, pamphlets and other special publications.
- Organize or coordinate multiple special events and similar projects simultaneously.
- Maintain accurate records and prepare clear and concise reports.
- Identify and analyze problems and take effective corrective action.
- Compile, analyze and evaluate data; work independently with minimum direction.
- Effectively communicate orally and in writing.
- Establish and maintain effective working relationships with others.
- Make effective oral presentations.
- Operate computers and related software.

License:

Possession of a valid California Class C driver's license. Employees in this classification will be enrolled in the Department of Motor Vehicles (DMV) Government Employer Pull Notice Program which confirms possession of a valid driver's license and reflects driving record.

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.
- Perform work which is primarily sedentary.

- Require mobility of arms to reach and dexterity of hands to grasp and manipulate small objects.
- Is subject to inside environmental conditions.
- May be required to work at a computer terminal for prolonged periods.
- May be required to work evenings or weekends.
- May be required to attend periodic evening meetings and/or to travel within and out of city boundaries to attend meetings.
- May be required to use city and/or personal vehicle in the course of employment.