Job Description

Job Title:	Public Information Officer	Classification:	Classified
Department:	City Manager	Grade:	310
Occupational Group:	Leadership	FLSA:	Exempt
Status:	Full-Time	Supervisory:	No

Primary Purpose

Under general supervision; performs a variety of communications, marketing, and customer services duties to educate and inform both internal and external audiences. Educates and informs the media industry, citizens, City staff and visiting public of the services, programs, and Council actions that impact the community.

Essential Job Functions

Management reserves the rights to add, modify, change, or rescind the work assignments of different positions and to make reasonable accommodations so that qualified employees can perform the essential functions of the job. Regular and consistent attendance for the assigned work schedule is essential.

1. Produces and appropriately disseminates professional pamphlets, articles, brochures, photographs and photo layouts, employee newsletter and publications for citizens including regularly released magazine and other promotional or informational materials.
2. Identifies internal and external communication strategies for the City to disseminate factual and transparent information in a proactive manner. Monitors and evaluates effectiveness of distribution and public relations activities; recommends changes as needed.
3. Coordinates public relations and educational projects and related administrative tasks with department and division heads, City Council, citizens, and employee groups. Coordinates activities, meetings, and leads certain special projects; assists committees or groups in formulating recommendations; presents reports to City Manager, City Council, City Staff, citizens, media, and others, as necessary.
4. Attends City Council meetings and provides information and materials to Council members when requested during meetings.
5. Responds to inquiries and provides assistance to City Council members and City Manager in responding to citizens; serves as primary contact person for the media and citizens.
6. Investigates and facilitates resolution of public inquiries and citizen complaints; directs inquiries, where appropriate, to the proper department.
7. Acts as the City's social media manager; responsible for content management of the City's web site.
8. Prepares and issues press releases to the media; provides media training for key staff and the City Council.
9. Ensures compliance to relevant rules, regulations, ordinances, and directives that may be established by the City Manager, City Council, State of Missouri, and Federal Government.
10. Collaborates with members of the City's Management Team to promote a cohesive and positive working environment.
11. Researches, develops, and recommends solutions to organizational-related issues and concerns; establishes and documents processes that support the continuous improvement of City operations and services.
12. Coordinates, facilitates, and provides high-level project management for strategic planning and change efforts to ensure widespread stakeholder understanding, momentum, buy-in, and commitment to address multi-faceted problems and implement sustainable solutions.

Other Duties

- Coordinates responses to requests for information and services from the City Council and the public; prepares correspondence for the Mayor, City Council, and City administrative offices.
- Conducts special projects as assigned.
- Attends and participates effectively at Leadership Team meetings and departmental staff meetings.
- Maintains the confidentiality of files, records, reports as required by law, City policy, and procedures.
- Performs other duties as assigned.

Minimum Qualifications

Knowledge of: Correct English usage, grammar, punctuation, spelling, and vocabulary; principles and techniques of preparing, producing, and disseminating public information; principles and practices of city management/administration including budgeting, finance, grantsmanship, and program/services evaluation; State of Missouri laws, regulations, and guidelines governing all aspects of municipal operations; City of Joplin Charter, codes, ordinances, regulations, policies, and guidelines regarding municipal operations and enforcement functions; use of personal computers for correspondence and dissemination of information; social media platforms and social media marketing; risk management strategies during emergency responses; Microsoft Office Suite.

Skill in: Establishing and maintaining effective working relationships with State, Federal, and other local officials, elected officials, media contacts, business/industry officials, and City residents; analyzing and resolving problems arising regarding City programs, services, and functions; understanding and interpreting complex laws, rules, regulations, policies, guidelines; following oral and written instructions; assertiveness in handling administrative responsibilities; creating oral and written reports, press releases, letters to citizens, speeches, project analysis reports, and related communication; managing effective communication strategies during emergency situations; Microsoft Office Suite.

Education: Graduation from an accredited college or university with a Bachelor's degree in Public Relations, Journalism, Business Communication, or related discipline.

Experience: Three years experience in public relations, journalism, business communications or a closely related field; public sector experience involving public information or relations is highly desirable.

Licenses and Certifications: Possess and maintain a valid state issued driver's license.

Physical Demands Requirements and Working Conditions

This is primarily an office classification although standing in work areas and walking between work areas may be required. Finger dexterity is needed to access, enter, and retrieve data using a computer keyboard or calculator and to operate standard office equipment; vision to read printed materials and a computer screen; hearing and speech to communicate in person and over the telephone. Positions in this classification occasionally bend, stoop, kneel, reach, push, and pull drawers open and closed to retrieve and file information. Employees must possess the ability to lift, carry, push, and pull materials and objects weighing up to 20 pounds.

Employees work in an office environment with moderate noise levels, controlled temperature conditions, and no direct exposure to hazardous physical substances. Employees may interact with upset members of the public or their representatives while enforcing departmental policies and procedures.

Miscellaneous Requirements

Requires successful post-offer completion of a background investigation, physical exam, and drug test as a condition of employment with the City of Joplin.

Revision Date: 11/01/2021	Type of Change: Update position
Revision details: City-wide job description revision and updates.	