

<b>PROVO CITY CLASSIFICATION SPECIFICATION</b>	
<b>Title:</b> Community Relations and Public Information Officer	<b>Job Code:</b> 1214
<b>Date:</b> April 2, 2019	<b>EEOC Code:</b> PR
<b>FLSA Designation:</b> Exempt	<b>Civil Service Status:</b> Non-Covered

**DEFINITION:** This is professional and comprehensive administrative work responsible to oversee City-wide community relations programs and public information dissemination.

**CLASSIFICATION STANDARDS:** The single position allocated to this classification is directly responsible to the Mayor and performs all duties under general direction. This work is distinguished by its responsibility to function as the City-wide Public Information Officer and to perform high-level professional analysis on a wide variety of projects and assignments that impact City operations.

**ESSENTIAL DUTIES:** Advise and/or assist the Mayor with a wide variety of administrative matters, issues, policies, programs, and special projects, including the development and implementation of a coordinated City-wide communications and public engagement strategy; serve as a public information officer; respond to media requests; research, write, and edit articles, emails, blog posts, social media posts, and on other communication mediums on a variety of topics; plan, coordinate, maintain, and manage official City-wide social media platforms; represent the Mayor on various boards and committees; create and implement data research tools to gather public opinion and perceptions.

Plan, coordinate, execute, and host various special events; provide support, coordination, and advice for various City social media platforms and release City information to the public and various agencies in a factual, truthful, and cogent manner; develop and maintain good working relationships with City departments, federal, state, regional, and local government officials and staff, community organizations, educational institutions, news organizations, local business owners and groups, and any other individuals or groups impacted by the City.

Supervise, plan, and coordinate the work of the Media Services Division of the Mayor's Office including workload scheduling and coordinating workflow; oversee staff training; ensure work is completed accurately and efficiently; identify, evaluate, and resolve personnel concerns; conduct performance evaluations and enact rewards and discipline if needed; make staffing decisions including hiring and firing; maintain and review all reports, work records, work specifications, and appropriate documentation; perform other related duties as required.

**MINIMUM REQUIREMENTS:** Bachelor's degree in Communications, Marketing, Public Relations, or related field and five (5) years of related professional level experience, including social media and events experience **OR** an equivalent combination of job-related education/experience [substituting each one (1) year of post-secondary education/training for six (6) months of experience.] Local government or non-profit experience is preferred. May include occasional emergency and after normal work hour assignments. Applicants selected for further evaluation may be asked to provide a portfolio of relevant prior work products during the selection process.

**License(s)/Certification(s):** A valid, lawful Driver's License is required.

**SELECTION FACTORS:** *Knowledge of:* marketing, promotional, and public relations techniques;

event planning; social media platforms including blogs, Facebook, Twitter, Instagram, Snapchat, Pinterest, and others; journalistic writing techniques involving public relations and media services; municipal activities and operations; written English language, grammar, and composition. **Skill in:** creating and maintaining positive working relationships with the media, the public, City employees, governments, community groups, businesses, and others; using effective communication methods including writing for various audiences; preparing market surveys and collecting data; maintaining effective teamwork with people with diverse skill sets and backgrounds; managing social media platforms; practicing trust-building behaviors. **Ability to:** project a positive image for the City and the Mayor's Office; effectively manage a group of employees; prepare various media and marketing materials; communicate effectively verbally and in writing; adapt to rapidly changing events and environments; anticipate public relations and communications needs and be proactive in addressing them; organize assigned work and develop effective work methods; prepare clear, concise, accurate, and informative reports; perform duties in a manner that demonstrates respect, integrity, courtesy, and kindness towards fellow workers, customers, and the general public; demonstrate a high level of commitment to the principles of positive customer service; quickly and accurately perform work; deal with the public in a pleasant, courteous, and calm manner in all circumstances.

**TOOLS AND EQUIPMENT USED:** Computer, telephone, and job-specific software including word processing and presentation applications, presentation materials, motor vehicle, and various office equipment.

**PHYSICAL DEMANDS:** Requires sitting at computer or desk for long time periods, standing for presentations, occasionally work under pressure with short deadlines and a high level of accuracy, occasionally may lift, carry, or move presentation equipment.

**ENVIRONMENTAL FACTORS:** Exposure high-stress situations or environments, including, contact with the public in confrontational or uncomfortable circumstances.



\_\_\_\_\_  
Mayor/Chief Administrative Officer

4/2/19

\_\_\_\_\_  
Date

**NOTE:** The above statements describe the general nature and level of work being performed by the person(s) assigned to this classification. They are not intended to be an exhaustive list of all duties, responsibilities, and skills required of personnel so classified. Class specifications are not intended to and do not imply or create any employment, compensation, or contract rights to any person or persons. Management reserves the right to add, change, or delete any and all provisions of this classification at any time as needed without notice. Reasonable accommodations may be made for otherwise qualified individuals who require and request such accommodation. This class specification supersedes earlier versions.