



PUBLIC INFORMATION OFFICER

DEFINITION

Under general supervision, develops and implements a comprehensive public education and community relations program for the District; acts as District liaison with the community and news media to disseminate information about District programs, air quality hazards, and events; performs related work as assigned.

SUPERVISION RECEIVED AND EXERCISED

The **Public Information Officer** receives general supervision from an assigned lead person, supervisor or manager. May exercise functional and technical direction to others assisting in special projects and/or programs assigned to the position.

CLASS CHARACTERISTICS

Incumbents are fully competent to perform the full range of duties associated with a comprehensive public education and community relations program. General guidelines for action are normally established; however, day to day activities require the use of initiative and independent judgment, particularly when responding to inquiries from members of the media and the public. This class is characterized by their responsibility to proficiently develop and produce publications, marketing campaigns, programs, presentations and displays aimed at increasing public awareness about the District's functions, activities and responsibilities, about the health effects of air pollution and about the public's role in protecting air quality. This position requires proficiency in desktop publishing, computer graphics design, and acts as the District's webmaster. Position also requires excellent public speaking skills and excellent writing abilities. Attendance at occasional evening and weekend events is required.

EXAMPLES OF ESSENTIAL JOB FUNCTIONS (Illustrative Only)

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.

- Reviews, develops and implements a public relations program designed to educate and inform on issues of public significance.
- Analyzes and evaluates the public's interest and extent of understanding of district functions and programs.
- Evaluates the effectiveness and coverage of public information activities.
- Prepares news releases, bulletins, brochures, newsletters and other media for public dissemination; creates graphs and charts for public presentation.
- Represents the district at public meetings; trade shows, fairs, public and private school groups.
- Performs public speaking at community and business events and meetings; interfaces with local and regional governmental agencies and elected officials.
- Assists in the coordination of the Board of Directors board book, including format and supporting documentation.
- Researches and analyzes materials for information to develop written documentation, reports, graphs and press releases.
- Reviews and analyzes proposed and existing legislation for impact on District.



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- Responds to public and media inquiries regarding District regulations, permit processes, enforcement, legal authority, and air quality conditions.
- Represents the District at meetings and conferences of community interest groups, professional associations, and public health organizations concerned with the effects of air quality.
- Develops and delivers educational presentations in classroom settings.
- Designs, writes, and oversees production of media kits, brochures, newsletters, and other informational reference materials.
- Plans and coordinates news conferences and public meetings.
- Coordinates the dissemination of air quality warning information to radio, television, and newspaper publications within established guidelines.
- Develops and implements communication strategies.
- Assists in the formatting, printing, publication, and dissemination of District regulations and amendments, and District Newsletters.
- Maintains accurate records and files of work performed; prepares periodic and special reports as required
- Disseminates air quality warning and smog alert information to schools and the public in a timely manner.
- Works with air monitoring section in packaging and compiling air quality data for use in reports.
- Provides media monitoring services for the Board and management.
- Establish and maintain effective working relationships with those contacted in the course of work.
- Must be able to communicate effectively, maintain positive working relationships with coworkers and management and interact effectively and professionally under pressure.
- Understand and follow oral and written directions; communicate effectively, both orally and in writing; and understand and work within the scope of authority.
- Other duties as assigned.

QUALIFICATION GUIDELINES

Education and/or Experience

Any combination of training and experience that would provide the required knowledge, skills, and abilities is qualifying. A typical way to obtain the required qualifications would be:

Graduation from college with a Bachelor's degree in public relations, communications, journalism or a related field and two years of experience in public relations or any combination of training and/or experience that could likely provide the desired knowledge and abilities.

Knowledge and Abilities

Knowledge of:

- Proficient knowledge of organization and function of public agencies, including the role of an elected Governing Board.
- Record keeping, report preparation, filing methods and records management techniques.
- Air pollution or related environmental problems and enforcement programs.
- Principles and practices of public and community relations, mass communications, and the media
- Principles and practices of print and electronic media.
- Theories and techniques of journalism, expository writing, and editing.



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- Principles, theories, and applications of design, reproduction, printing processes, and layout techniques.
- Desktop publishing, word processing software, and knowledge of website software programs.
- Standard office practices and procedures.
- Methods and techniques for record keeping and report preparation and writing.
- Occupational hazards and standard safety practices.
- English usage, spelling, vocabulary, grammar, and punctuation.
- Techniques for providing a high level of customer service by effectively dealing with the public, vendors, contractors, and District staff.

Ability to:

- Excellent written skills; ability to write clearly and concisely.
- Ability to work independently with minimal supervision.
- Excellent public presentation skills.
- Proficiency in developing outreach and marketing materials for public audiences.
- Proficiency in organizing work, setting priorities, meeting critical deadlines, and following up with minimum direction.
- Ability to manage multiple projects simultaneously with minimum direction.
- Proficient in using publishing software in a Windows environment.
- Read, interpret, and record data accurately.
- Work independently and as part of a team.
- Make sound decisions within established guidelines.
- Respond to issues and concerns from businesses, industry, public agencies, contractors, and the community.
- Analyze a complex issue and develop and implement an appropriate response.
- Follow written and oral directions.
- Observe safety principles and work in a safe manner.
- Communicate clearly and concisely, both orally and in writing.
- Operate an office computer and a variety of word processing and software applications.
- Safely and effectively operate ordinary hand and power tools.
- Use English effectively to communicate in person, over the telephone, and in writing.
- Establish, maintain, and foster positive and effective working relationships with those contacted in the course of work.
- Skill in researching, compiling and summarizing a variety of technical reports and informational materials.
- Interpreting, applying and explaining complex policies and procedures.
- Use tact, discretion, initiative and independent judgment within established guidelines.

PHYSICAL ABILITIES

Must be able to perform essential functions of the job. Work is performed in an office setting with moderate noise levels, controlled temperature conditions, and no direct exposure to hazardous physical substances. This position requires prolonged sitting, standing, walking, reaching, twisting, turning, kneeling, bending, squatting and stooping in the performance of daily activities. Position requires grasping, repetitive hand-eye coordination and fine-manipulation skills for preparing reports and data using a PC keyboard, computer mouse, and various office equipment. This position also requires good listening skills and the occasional need to lift, drag and push files,



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computer reports or other materials weighing up to 25 pounds. Travel by vehicle is required.

At times the public can disagree with the requirements of regulatory agencies and may be difficult to work with. This position must be able to handle these types of situations with diplomacy and tact.

WORKING CONDITIONS

Work is performed both in an office setting and at offsite locations such as community buildings, educational institutions, public facilities, etc.

SPECIAL REQUIREMENTS

- This position must possess a valid California Class C Driver's License.
- Safety training as required by the District's Safety Program

FSLA Status: Non-exempt - Covered under Collective Bargaining Unit

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