



**Job Code:**  
**FLSA:** E  
**Unit:** MGMT

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## **COMMUNITY RELATIONS MANAGER/PUBLIC INFORMATION OFFICER**

### **DEFINITION**

Under general direction, performs the research, planning, analysis, and communications tasks necessary to develop and administer the City's community relations and public information programs. Provides management of the City's communication and outreach efforts, including the development and implementation of citywide public education activities. The incumbent performs related work as required within the context of the City's vision, values and mission. Advises and assists various departments on public information/relations activities.

### **SUPERVISION RECEIVED/EXERCISED**

Receives direction from the Director of Economic Development or as designated by the City Manager. Exercises direct supervision over assigned staff, if any.

### **TYPICAL DUTIES**

1. Administers the City's marketing, public information, and media communications programs; and may act as the Public Information Officer.
2. Develops, writes, edits, designs and produces various communication materials including newsletters, brochures, project fact sheets, correspondence, reports, speeches, multi-media presentations and special publications.
3. Performs the research, planning, analysis, and communication tasks necessary to develop and administer the City's community relations and public information programs.
4. Supervises the preparation, publication and distribution of the City Manager's newsletter, the City's community newsletter, as well as city brochures, press releases, audio/video scripts.
5. Responds orally or in writing to inquiries and provides information for the public on services, facilities and programs.
6. Attends a variety of staff, Council, commission, and other meetings; provides advice and support to City staff regarding public and media relations.
7. Prepares and submits award nominations, proclamations, grant applications and other written materials for the City Manager, the Mayor and the City Council.

8. Coordinates City ceremonies, workshops and meetings as assigned.
9. Receives, prepares, and responds to and facilitates solutions to citizen complaints, inquires and requests.
10. Maintains the City's website content and design ensuring accuracy, consistency and quality.
11. Serves as City liaison to local community television station and cable television franchisors.
12. Updates and edits community bulletin board postings, blogs and podcasts.

### **MINIMUM QUALIFICATIONS**

Any combination of education and experience likely to provide the required knowledge, skills and abilities. A typical way to obtain the knowledge, skills and abilities would be:

#### **Knowledge of:**

1. Principles and practices of communications and public information techniques through different mediums, including print, Internet, radio, and television.
2. Writing and editing techniques for a variety of audiences.
3. City services, structure and programs.
4. Working with graphic design software.
5. Research and problem-solving techniques.

#### **Skill to:**

1. Develop, plan, direct and manage a public information function.
2. Understand and communicate technical data and complex issues to the public and media.
3. Analyze issues and draw logical and sensitive conclusions.
4. Write effective copy, proposals, press releases, articles, and award nominations.
5. Prepare and conduct presentations.
6. Design and layout electronic and print newsletters and website pages.
7. Use desktop publishing and printing techniques
8. Communicate effectively, orally and in writing.

#### **Ability to:**

1. Work independently with limited supervision and under multiple deadlines.
2. Work with the public tactfully, courteously and effectively.
3. Develop and maintain good working relationships with a wide variety of City staff, agencies, organizations and vendors.

#### **Education/Experience:**

Any combination of education and experience that demonstrates competency in requisite knowledge, skills and abilities would be qualifying. A typical qualifying

background would include: graduation from an accredited college or university with a bachelor's degree in marketing, journalism, public relations, public administration, or a related field and three to five years experience in public affairs, public communications and/or public relations that includes one year of related experience in the public sector.

**License:**

Possession of a valid California driver's license and a satisfactory driving record.

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