

CITY OF MILWAUKIE

CLASSIFICATION: PUBLIC INFORMATION COORDINATOR

Department: Community Services
Location: City Hall

Grade Number: 14(64)
Union: AFSCME

FLSA: Non-exempt
EEO Category: 2- Professional

Description:

This classification is responsible for the professional information dissemination for the City and in particular with the City's Community Services Department. As the Public Information Officer (PIO) this position works closely with all departments to plan, coordinate and disseminate information regarding City programs, services, special events and on-going activities. This classification is the primary contact with the media for all City activities outside of the Police Department. The incumbent will support the neighborhood associations, plan, facilitate and attend meetings with citizens, other staff members, and representatives of other organizations. Exercises independent judgment to respond to issues and concerns of citizens and staff. Involves considerable coordination with staff of other departments, the City Manager and City Council. This position reports directly to the Community Services Director.

Duties and Responsibilities:

(Tasks listed are intended to be descriptive and not restrictive. An employee in this classification may perform any of the tasks listed, however, these examples do not include all the tasks which an employee may be expected to perform.)

ESSENTIAL DUTIES AND RESPONSIBILITIES:

1. Plans and coordinates Citywide communications efforts. Coordinates communication activities with other City staff to assure timely and effective public outreach and information dissemination.
2. Writes, edits and designs City newsletters, press releases, annual reports, speeches, official statements, brochures, programs and other publications and written materials required. Makes oral presentations before a variety of organizations, using both still and video productions.
3. Serves as the primary contact with the media for the City, excluding the Police Department. May at times coordinate efforts with the Police PIO. Provides information to media when Emergency Operations Center is activated.
4. Coordinates media events for major City projects, including identification, scheduling and scripting speakers, arranging for event location and preparation, design and mailing of invitations, coordinating press coverage and event choreographing.
5. Researches, writes, designs, and arranges for the publication and distribution of press releases, newspaper articles, brochures and posters, pamphlets and other news and promotional materials concerning City government programs, services, accomplishments and events of public interest.
6. Provides technical assistance and coordination for Neighborhood District Associations including problem resolution and assistance with research.
7. Contributes to the development of articles by researching, writing and editing articles for the City newsletters and other publications.
8. Initiates and attends neighborhood and civic group meetings as City's representative to assess and convey local concerns in a timely and systematic manner. Coordinates response of various City departments to solve neighborhood identified problems.
9. Works with public access and government access studios to coordinate activities and monitor contracts.
10. Develops and maintains programming for the City's interactive video bulletin board, web site, and other media relating to the broadcasting of the City's government channel and its institutional network.

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11. Serves as photographer for special events, such as awards ceremonies and proclamations. Provides all needed graphic design in support of responsibilities.
12. Coordinates with Information Services and Technology (IST) staff and other staff as needed to develop and maintain the City's web site.
13. Provides staff support to supervisor, citizen committees and project teams as assigned.
14. Maintains positive public relations with customers and is responsive to customer needs.
15. Develops safe work habits and contributes to the safety of self, co-workers and the general public.
16. Performs other duties as required.

Job Specifications:

(Job preparation and prior work experience requirements are minimum standards. Other equivalent combinations of education, training and experience will be considered.)

1. Job Preparation:

a) Education:

- i) Bachelor's degree in journalism, communications, public relations or related field from an accredited college or university; or
- ii) Any equivalent combination of education and experience.

2. Prior Experience:

a) Work Experience:

- i) Three years of professional experience in journalism, broadcast media, public relations or closely related field. Desirable to have public sector experience; or
- ii) Any equivalent combination of education and experience.

b) Necessary Knowledge, Skills and Abilities:

- i) Knowledge of principles, practices, techniques, and equipment of journalism, broadcast media, public relations and graphic design.
- ii) Knowledge of and ability to use the informational media appropriate for the dissemination of various kinds of information and publicity material, including radio, television, cable television, photography and print media.
- iii) Knowledge of the requirements of the Freedom of Information Act.
- iv) Knowledge of English usage, spelling, punctuation and grammar and of writing, editing and proof-reading techniques.
- v) Ability to creatively and effectively write, edit and design reports and other publications covering a wide range of subject matter within particular timetables and deadlines.
- vi) Ability to critically evaluate a variety of subject matter from the standpoint of reader interest, appropriateness, organization of materials and content, style, and English language usage.
- vii) Ability to learn and apply the applicable laws, ordinances, department rules, regulations, principles, techniques, and all other aspects of assignments.
- viii) Ability to describe, interpret and evaluate sometimes ambiguous situations.
- ix) Ability to respond in emergency situations on a 24 hour basis.
- x) Ability to maintain composure under adverse conditions.
- xi) Ability to establish and maintain effective working relationships.
- xii) Ability to speak effectively in public.
- xiii) Ability to attend meetings or perform other assignments at locations outside the office.
- xiv) Ability to work as a team member.
- xv) Ability to perform the essential functions of the job.

3. Special Requirements:

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- a) None
- 4. Tools and Equipment Used:**
- a) Computer and printer, fax machine, copy machine and audio/visual equipment that includes still photography and video equipment, plus editing equipment; Computer software including MS office suite programs including desktop publishing, printers and projectors.
- 5. Supervision:**
- a) This is not a supervisory classification.
 - b) Works under the general direction from the Community Services Director.
- 6. Communication:**
- a) This classification has frequent communications that range from moderate to highly complex. Communications include those with the general public refining often complex information. Other contacts are with a moderate to high degree of complexity and occasionally of a confidential nature.
 - b) Frequent communication directly with citizens and through the media.
- 7. Cognitive Functions:**
- a) Work is performed independently with some policy direction provided. Often developing new solutions to achieve desired goals with limited existing policy as guidance.
 - b) Decisions most often include those related to public information, event promotion, and publication development. Actions could result in misinterpretation or misrepresentation of City government. This could have negative impact on the local jurisdiction politically and organizationally as well as result in liability to the City.
- 8. Work Environment:** The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.
- a) Generally work is performed in an office environment.
 - b) Some site visits and off site events. During site visits may walk on uneven terrain and be exposed to a variety of weather conditions.
 - c) Some evening and weekend meetings and respond to emergency situations at all hours.
- 9. Resource Accountability:**
- a) Limited discretion over modest budget.

The job classification description does not constitute an employment agreement between the employer and employee and is subject to change by the employer as the needs of the employer and requirements of the job change.

Drafted: 5/28/98
Adopted: 06/01/98
Revised: 10/21/03
Revised: 11/30/04