

MT. LEBANON, PENNSYLVANIA
JOB DESCRIPTION
JANUARY 2019

PUBLIC INFORMATION OFFICER
REPORTS TO: MANAGER
GIVE DIRECTION TO: PUBLIC INFORMATION STAFF
CLASSIFICATION: EXEMPT

NATURE OF WORK

The Public Information Officer contributes to meeting strategic and annual operational and program goals by directing and coordinating the media, publications, and social media in order to provide the public and media with timely and accurate information in matters of public interest and to provide a positive organizational image.

ESSENTIAL JOB FUNCTIONS

Serves as the principal advisor to the Municipal Manager, department heads, and other municipal officials on matters related to the dissemination of information to the public and media concerning the municipality's programs, policies, and issues.

Works with lead staff members to develop strategic and proactive communication plans that promote transparency and citizen engagement. Determines the method and media most suitable to reach concerned or affected citizens, and develops mechanisms to measure and track levels of civic engagement over time.

Implements creative means of obtaining input from citizens on issues important to the municipality, and assists in gathering community feedback through outreach methods such as surveys and focus groups.

Manages relationships with the media to ensure quality and accurate dissemination of information. Monitors news coverage, provides rapid assessment of issues that may affect the municipality and/or public.

Serves as the designated spokesperson for the Municipality to the media and/or general public. Provides training to and supports other spokespersons, including elected officials, senior staff, and individuals from the Police and Fire Departments.

Assists public safety departments in creating, implementing, and testing a crisis communication action plan. Implements crisis communications plans in the event of declared emergency or disaster. Coordinates news conferences and supports all department media interactions as needed.

Establishes and maintains relationships with representatives of the community, employee, and public interest groups.

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Responsible for all aspects of the Mt. Lebanon Magazine, including but not limited to contracts, idea generation, content generation, editing and production oversight.

Responsible for the Municipality's digital communications, including websites and social media. Works with staff to create content for the web page and social media outlets including, but not limited to Facebook, Twitter, and Instagram.

Oversees the Municipality's branding and messaging of all marketing materials to ensure the integrity of the Municipality's visual identity to include content for various multimedia productions including brochures, pamphlets, fliers, and other marketing pieces for various departments as needed.

Assures quality and appropriateness of institutional communication programs and initiatives, whether internally or externally produced.

Supervises personnel which typically includes recommendations for hiring, firing, performance evaluation, training, work allocation, and problem resolution.

Develops and manages annual operating budget and provides fiscal direction to the area of oversight.

Performs or assists with other special projects or programs as assigned by the Municipal Manager.

REQUIRED KNOWLEDGE, SKILLS, AND ABILITIES

Knowledge of communication principles, media, and public relations techniques.

Skill in examining and re-engineering operations and procedures, formulating policy, and developing and implementing new strategies and procedures.

Skill in writing for a variety of audiences. Ability to write/edit in a variety of writing styles and to draft materials on a wide range of topics. Strong editing and proofreading skills.

Exceptional public speaking skill.

Strong strategic planning and management skills.

Strong knowledge of local and regional media contacts and/or a proven ability to develop such relationships quickly. Experience communicating with the press and other media.

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Knowledge of print production, graphic design, computer hardware, publication software, Internet and Web sites.

Exceptional ability to produce written documents in the English language using proper sentence structure, punctuation, and grammar.

Excellent writing, editing and verbal communication skills.

Employee staffing, development and performance management skills.

Skill in financial planning and fiscal management.

Outstanding interpersonal and community relations skills. Ability to maintain effective working relationships with a variety of individuals with diverse backgrounds, education, and economic levels, including internal staff, the public, news media and others contacted in the course of duties.

Ability to maintain a professional demeanor during stressful and highly visible situations.

Ability to prioritize multiple requests and meet multiple deadlines.

Ability to work well in a team environment.

Ability to establish and implement cohesive communication and public relations strategies and plans on an institutional basis.

Ability to be flexible and available for any/all disaster or emergency situations.

Ability to provide effective advice and counsel on strategic and/or critical communication issues and to exercise effective judgement. Proactive in anticipating and alerting others to problems with projects or processes.

Ability to exercise sound judgement in safeguarding confidential and sensitive information.

Demonstrate an understanding of and sensitivity to the political process and public relations.

REQUIRED EDUCATION, TRAINING AND EXPERIENCE

Bachelor's degree in Communications, Public Relations, Journalism or a related field or an equivalent combination of education and experience.

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Minimum five years progressively responsible experience directly related to the duties and responsibilities specified. Previous related public-sector experience is preferred.

Experience supervising staff performing public information and support functions.

PHYSICAL DEMANDS

While performing the duties of this job, the employee is regularly required to talk or hear. The employee is frequently required to stand; walk; sit; use hands to finger, handle, or feel; reach with hands and arms. Must possess the visual acuity to include close vision, distance vision, color vision, peripheral vision, depth perception and ability to adjust focus, compile and compute data and information, to perform transcription tasks, operate a computer terminal, do extensive reading and research, and proof and inspect finished written material.

The above job description reflects the general information deemed necessary to convey the primary functions of the job and shall not be construed as a detailed description of all the work requirements inherent to the position.

The physical demands described herein are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

This job description is not an employment agreement or contract. Management has the exclusive right to alter this job description at any time without notice.