

CSC Adopted: October 2001, CSC Revised: _____

Class Title: Public Information Specialist II

BRIEF DESCRIPTION OF THE CLASSIFICATION:

Manages media relations. Plans, directs and maintains effective promotional programs. Promotes city services through written and verbal communications. Educates students and community on city issues. Performs administrative duties and related duties as required.

ESSENTIAL FUNCTIONS:

This information is intended to be descriptive of the key responsibilities of the classification. The following examples do not identify all duties performed by any single incumbent. Specific requirements of individual positions are described in the Job Description.

	Physical Strength Code	ESSENTIAL FUNCTIONS
1	S	Manages media relations by writing press releases and public service announcements, contacting the media and arranging interviews, responding to media inquiries by obtaining information from the department and serving on committees.
2	S	Plans, directs and maintains effective promotional programs by developing campaigns to highlight programs and services, developing effective strategies for communicating with the public, planning and staging events and presentations, developing marketing materials and designing and creating visual displays.
3	S	Performs administrative duties by researching and writing reports and replies to citizens, reviewing and preparing statistical information for presentations and monitoring and recording proceedings at meetings.
4	S	Performs related duties by acting as the department photographer, and preparing and researching grants.
5	S	Performs educational duties in schools and community.
6	S	Writes, edits, designs, and coordinates printing of newsletters, fact sheets, brochures, advertisements, articles, and other educational materials and correspondence.
7	S	Creates and maintains website

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CLASS REQUIREMENTS:

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Formal Education / Knowledge	Work requires broad knowledge in a general professional or technical field. Knowledge is normally acquired through four years of college resulting in a Bachelor's degree or equivalent. Requires professional & technical writing training.
Experience	Three years experience.
Certifications and Other Requirements	Valid Driver's License
Reading	Work requires the ability to read technical manuals, correspondence and promotional materials.
Math	Work requires the ability to perform general math calculations such as addition, subtraction, multiplication and division.
Writing	Work requires the ability to write promotional materials and correspondence. Ability to professionally edit and write.
Managerial	Managerial responsibilities include coordinating information between departments, training staff to use speak publicly and planning meetings.
Budget Responsibility	N/A
Supervisory / Organizational Control	Work requires the occasional direction of helpers, assistants, seasonal employees, interns, or temporary employees.
Complexity	Work is governed by broad instructions, objectives and policies. Work requires the exercise of considerable initiative and independent analytical and evaluative judgment.
Interpersonal / Human Relations Skills	Contacts others within the organization. These contacts may involve similar work units or departments within the City which may be involved in decision making or providing approval or decision making authority for purchases or projects. Works with individuals outside the City who may belong to professional or peer organizations. Working with various state and federal agencies may also be required.

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OVERALL PHYSICAL STRENGTH DEMANDS:

Sedentary	X	Light	Medium	Heavy	Very Heavy
S = Sedentary Exerting up to 10 lbs. occasionally or negligible weights frequently; sitting most of the time		L = Light Exerting up to 20 lbs. occasionally, 10 lbs. frequently, or negligible amounts constantly OR requires walking or standing to a significant degree.	M = Medium Exerting 20-50 lbs. occasionally, 10-25 lbs. frequently, or up to 10 lbs. constantly.	H = Heavy Exerting 50-100 lbs. occasionally, 25-50 lbs. frequently, or up to 10-20 lbs. constantly.	VH = Very Heavy Exerting over 100 lbs. occasionally, 50-100 lbs. frequently, or up to 20-50 lbs. constantly.

PHYSICAL DEMANDS:

C = Continuously 2/3 or more of the time.	F = Frequently From 1/3 to 2/3 of the time.	O = Occasionally Up to 1/3 of the time.	R = Rarely Less than 1 hour per week.	N = Never Never occurs.
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This is a description of the way the job is currently performed; it does not address the potential for accommodation.

PHYSICAL DEMANDS	FREQUENCY CODE	DESCRIPTION
Standing	R	Copier, fax machine, presentations, training, supervision, conferences, meetings
Sitting	F	Computer, desk work, answering telephone, driving
Walking	F	Inter-office, to/from departments, conferences, meetings
Lifting	R	Office supplies, office equipment, files, folders, reports
Carrying	R	Office supplies, office equipment, files, folders, reports
Pushing/Pulling	O	Setting up displays
Reaching	O	Setting up displays
Handling	O	Office supplies, office equipment, files, folders, reports
Fine Dexterity	C	Computer keyboard, calculator, writing
Kneeling	O	Working with small children in educational setting/activities.
Crouching	O	Working with small children in educational setting/activities.
Crawling	N	
Bending	O	Setting up displays
Twisting	O	Working with small children in educational setting/activities.
Climbing	O	Working with small children in educational setting/activities.
Balancing	O	Working with small children in educational setting/activities.
Vision	C	Computer, desk work, filing, training, conferences, supervision, driving
Hearing	C	Telephone, staff, meetings, conferences, training
Talking	F	Telephone, staff, meetings, conferences, training
Foot Controls	R	Driving
Other (specify)	N	

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MACHINES, TOOLS, EQUIPMENT, AND WORK AIDS:

Computer, laser or inkjet printer, copy machine, fax machine, telephone, scanner, laptop computer, digital camera, UD protectors, Standard Microsoft Windows and Office software, Photoshop, Frontpage FTP, Flash, Netscape, Internet/Intranet

ENVIRONMENTAL FACTORS:

D = Daily	W = Several Times Per Week	M = Several Times Per Month	S = Seasonally	N = Never
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HEALTH AND SAFETY		ENVIRONMENTAL FACTORS	
Mechanical Hazards	N	Dirt and Dust	N
Chemical Hazards	N	Extreme Temperatures	N
Electrical Hazards	N	Noise and Vibration	N
Fire Hazards	N	Fumes and Odors	N
Explosives	N	Wetness/Humidity	N
Communicable Diseases	N	Darkness or Poor Lighting	N
Physical Danger or Abuse	N		
Other (see 1 below)	S		

PRIMARY WORK LOCATION	
Office Environment	X
Warehouse	--
Shop	--
Vehicle	--
Outdoors	--
Other (see 2 below)	--

- (1) Inclement weather
- (2)

PROTECTIVE EQUIPMENT REQUIRED:

None

NON-PHYSICAL DEMANDS:

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NON-PHYSICAL DEMANDS	
Time Pressures	F
Emergency Situations	O
Frequent Change of Tasks	F
Irregular Work Schedule/Overtime	O
Performing Multiple Tasks Simultaneously	F
Working Closely with Others as Part of a Team	F
Tedious or Exacting Work	R
Noisy/Distracting Environment	N
Other (see 3 below)	R

- (3) Irate Customers