

**PUBLIC INFORMATION OFFICER**  
**Mayor's Office**  
**Job #15-034**

**EMPLOYMENT STATUS:** Regular, Full-Time

**OPENS:** April 10, 2015

**SALARY RANGE:** \$75,000-\$85,000/year

**CLOSES:** May 01, 2015

**BASIC FUNCTION:**

Under the direction of the Mayor, and with the assistance of administrative support staff, the Public Information Officer serves as a link between the City and the community, media, and other government entities. The PIO supports the Mayor, the City's management team and staff in formulating internal and external communications.

Specifically, the PIO:

- Serve as the public information officer, providing in-house expertise in the fields of public information and communications;
- Develop, implement, and manage the City's strategic communications program to enhance two-way communication between the City and its residents through printed publications as well as government access television and website; write, design and produce a variety of public information materials in print, electronic, audio and video formats; develop and implement policies and procedures regarding public information and community involvement programs on issues affecting the organization;
- Assist City staff and elected officials to facilitate timely dissemination of information about programs, services, and activities;
- Coordinate press coverage for all major functions of the City and assist with the production of City publications for staff and the community in both print and web formats including newsletters, brochures, posters, flyers, calendar of events, power point presentations and video programs.

**ESSENTIAL JOB FUNCTIONS:**

Serve as the public information officer for the City. Prepare and deliver oral press briefings and written press releases to the media on city issues; represent the city as the city's contact on media inquiries.

Prepare quarterly external newsletter which goes to every address in greater Federal Way community.

Develop, maintain and oversee positive media relations including regular dissemination of news on the City's many positive programs, projects and services; answer media and related inquiries, produce brochures, leaflets, flyers, posters, ads and other literature.

Research, develop, write, and edit news releases, articles, feature stories, speeches, pamphlets, brochures, and scripts for print and electronic media; assist with design of printed materials.

Prepare and distribute informal internal/external "Info Memo" to employees, media, Council members and representatives of Homeowners Associations, and other community groups and members as appropriate.

Assist with the innovative development of internet and intranet web services for access by the public and staff, including updating material on a timely and regular basis; oversee the City's website, social media and municipal information TV channel content.

The City of Federal Way is an equal opportunity employer committed to a diverse workplace. Any person requiring ADA accommodation should advise the City of the need. For telecommunications relay service for voice and text telephones call 7-1-1 or 1-800-833-6388/TTY or 1-800-833-6384/voice.

**REPRESENTATIVE DUTIES:**

Plan and coordinate press conferences and other special events; promote special events; provide media and public relations counsel to Mayor and staff; create and maintain a repository of media coverage/information about the City, city officials, and or projects in a format that is usable and accessible by staff and public.

Establish productive working relationships with other government entities, local organizations and residents to increase public awareness of programs and services.

Perform related duties as assigned.

**KNOWLEDGE OF:**

- Principles, procedures and techniques of communication media and operation of media equipment.
- Principles, practices and applications of public relations, public information/communication.
- Principles, practices, and techniques of journalistic writing.
- Design and implementation of short and long term strategic marketing and/or public relations plans.
- Strategies and logistics in carrying out successful public relations and marketing campaigns.
- Mainstream and minority media.

**ABILITY TO:**

- Write, edit, design, produce and disseminate communications materials using a variety of formats, including print, electronic, audio, video, website and public access television.
- Proficiently use computer spreadsheets, word processing, publishing, database, and internet and other office software.
- Gather data, compile information, and prepare reports.
- Communicate effectively both verbally and in writing with clarity and accuracy.
- Develop and maintain positive and productive working relationships with staff, media, other government or agency representatives and the public.
- Understand, analyze and discuss complex issues with individuals at all levels of community and government.
- Collaborate and build coalitions with community and professional groups and organizations.
- Develop and implement programs.
- Handle multiple priorities and meet established deadlines.

**EDUCATION AND EXPERIENCE:**

Any combination equivalent to: Bachelor's degree in Journalism, Communications, Marketing, Public Relations, Public Administration, Political Science, or related field and four years progressive responsibility in public or community relations work, with an emphasis on managing external communications and public information programs. Must have a valid driver's license and ability to travel and work outside traditional office hours.

**TO APPLY:**

Please complete a required City of Federal Way application form and attach resume and cover letter. Applications available at City Hall, 33325 8th Avenue South, Federal Way on our website at [www.cityoffederalway.com](http://www.cityoffederalway.com) or by calling 253-835-2531.