

## **City of Kissimmee, Florida**

### **Classification Description**

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**Classification Title:** Public Information Officer  
**Department:** Police  
**Pay Grade:** 19  
**FLSA Status:** Non-Exempt

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#### **General Statement of Job**

Under limited supervision, plans, coordinates and provides professional marketing, public relations and communications services to help maintain a positive image of the City to internal and external audiences. Coordinates special programs and projects as assigned.

#### **Specific Duties and Responsibilities**

##### **Essential Functions:**

Manages media relations on a departmental basis; responds to media inquiries on routine, emergency, sensitive and controversial matters; coordinates news conferences; develops and issues news releases, fact sheets and other informational material; serves as a resource for and assists the Police Department employees with media inquiries; monitors news coverage of police activities, programs, policies and actions. Remains on-call for media inquiries.

Compiles information and produces the Annual Report.

Coordinates public speaking engagements for self, Chief and other department personnel.

Plans, researches, develops, coordinates and implements new programs, events, strategies and activities to promote a positive image of the department.

Markets police events; publicizes and promotes varied public safety programs utilizing multiple media outlets.

Oversees and organizes fundraising activities for departments supported charities; sell items, collect moneys and other book keeping responsibilities for the charities' reports.

Produces collateral materials as well as marketing and advertising pieces for City.

Maintains and updates the department's social media sites.

Submits various materials for awards.

Provides media coaching to staff as needed.

Writes press releases; conducts television, radio or newspaper interviews as requested.



Informs public about crime prevention programs and other events, activities and accomplishments.

Interacts with professional and technical staff, community groups, other government agencies, businesses and other sources to keep the public informed of pertinent incidents, situations or events.

Acts as a permanent member of the Commendations Board responsible for inputting commendations into employee electronic files and organizing the quarterly and annual awards ceremonies.

Acts as the department's volunteer coordinator, handling posting volunteer opportunities, evaluating applications, assisting department members with volunteer needs.

### **Minimum Education and Training**

Requires a Bachelor's degree in public relations, marketing or related field supplemented by two (2) years of professional public relations or marketing experience, or an equivalent combination of education, training and experience that provides the required knowledge, skills and abilities. Requires completion of a Public Information Officer training. Must possess and maintain a valid state of Florida driver's license.

### **Minimum Qualifications and Standards Required**

#### **Skill Requirements:**

Has thorough knowledge of the methods, procedures and policies of the City as they pertain to the performance of duties of the Public Information Officer. Is knowledgeable in the laws, ordinances, standards and regulations pertaining to the specific duties and responsibilities of the position. Has knowledge in the areas of public relations, communications, marketing, advertising, publication design and production, speech writing, budgeting, fund-raising, etc. Is able to develop and maintain an effective public relations and marketing program to maintain or enhance the City's positive image with internal and external audiences. Is able to develop and maintain excellent rapport with the news media. Is able to communicate well both orally and in writing. Knows how to make public presentations with confidence and professionalism. Is able to make sound, educated decisions.

Has the ability to plan and develop daily, short and long-term goals related to City purposes. Has the ability to plan and coordinate the most effective use of personnel, facilities and resources to achieve department goals. Knows how to apply supervisory and managerial concepts and principles; has knowledge of administrative principles involved in developing, directing and supervising various programs and related activities. Has the ability to offer instruction and advice to subordinates regarding departmental policies, methods and regulations. Is able to perform employee evaluations and to make recommendations based on results. Has the ability to offer training and assistance to co-workers and employees of other departments as required.

Is able to take the initiative to complete the duties of the position without the need of direct supervision. Has the ability to learn and utilize new skills and information to improve job



performance and efficiency. Is able to read and interpret complex materials pertaining to the responsibilities of the job. Is able to assemble and analyze information and make written reports and records in a concise, clear and effective manner. Has comprehensive knowledge of the terminology used within the department.

Knows how to maintain effective relationships with personnel of other departments, professionals and members of the public through contact and cooperation. Has thorough knowledge of proper English usage, vocabulary, spelling and basic mathematics. Is able to compile, organize and utilize various financial information necessary in the preparation of the departmental budget, and knows how to prepare and monitor the budget. Has thorough knowledge of modern office practices and technology. Has knowledge of and skill in the use of computers for data and word processing.

**Physical Requirements:**

Must be physically able to operate a variety of machines and equipment including a computer, camera, general office equipment, telephone, audio-visual equipment, etc. Must be able to exert up to ten pounds of force occasionally and/or a negligible amount of force frequently or constantly to lift, carry, handle, push, pull or otherwise move objects. Sedentary work involves sitting most of the time, but may involve walking or standing for periods of time. Must be able to lift and/or carry weights of up to ten pounds.

**Responsibilities:**

Maintains high standards of accuracy in exercising duties and responsibilities. Exercises immediate remedial action to correct any quality deficiencies that occur in areas of responsibility. Maintains high quality communication and interaction with internal and external entities with whom the position interacts.

Performs described Essential Functions and related assignments efficiently and effectively in order to produce quantity of work which consistently meets established standards and expectations.

Assumes responsibility for completing assigned work. Completes assigned work within deadlines in accordance with directives, policy, standards and prescribed procedures. Maintains accountability for assigned responsibilities in the technical, human and conceptual areas.

Exercises analytical judgment in areas of responsibility. Identifies issues or situations as they occur and specifies decision objectives. Identifies or assists in identifying alternative solutions to issues or situations. Implements decisions in accordance with prescribed and effective policies and procedures and with a minimum of errors. Seeks expert or experienced advice where appropriate and researches issues, situations and alternatives before exercising judgment.

**Working Conditions:**

Works primarily in an office environment. May work outdoors in all types of weather. Has knowledge of applicable occupational hazards and safety precautions. Knows how to react calmly and quickly in emergency situations.



**Other:**

It is understood that every incidental duty connected with operations enumerated in the job description is not always specifically described, and employees, at the discretion of the City, may be required to perform duties not within their job descriptions.