

**CITY OF LILBURN, GEORGIA
CLASS SPECIFICATION**

JOB TITLE: PUBLIC INFORMATION OFFICER

JOB CODE: PL05

PAY GRADE: APPOINTED (NON-MERIT)

FLSA STATUS: E

DEPARTMENT: COMMUNITY DEVELOPMENT

EFFECTIVE: 07/12

REVISED: 10/21

JOB SUMMARY:

The Public Information Officer is responsible for serving as the primary point of contact for the media promoting citizen involvement in City initiatives and events; and providing opportunities for residents and businesses to learn about City government programs, services, operations and special events. Proactively pursues opportunities to promote the city through regular contact with various groups, associations, and news media for promotional and educational purposes, and to increase visibility and credibility of the city government. This position reports directly to the Assistant City Manager.

JOB DUTIES AND RESPONSIBILITIES:

- Develops and implements strategic communications and marketing plan and related policies that include external public relations and media coverage and internal messaging and strategic communication to include, but not limited to:
 - market City services to citizens, community groups, and other organizations.
 - promote tourism in Lilburn to generate positive economic for city businesses.
 - target, recruit, attract and secure desirable businesses and developments.
 - encourage annexation into the city.
- Develops and recommends new communications methods and enhancements to better achieve City goals, including fostering the organization's core values and marketing city services to citizens, community groups and other external organizations.
- Produces and coordinates City publications, brochures, newsletters, web information and materials; meets with City staff to determine key messages and themes.
- Maintains and updates City website and social media initiatives, including:
 - City website design;
 - Supervise maintenance and operation of the website;
 - Writes copy.
 - Modifies, corrects, and updates content as needed;
 - Responds to citizens' questions generated on the website, Facebook, Instagram,

and other social media outlets.

- Photographs and catalogs photos of City events, landmarks, and personnel.
- Leads external communication efforts, including ensuring consistency in presenting City information to the public in a timely and effective manner.
- Provides leadership and management on media relations; anticipates media responses and acts as spokesperson; accordingly, responds to media inquiries; writes and distributes news releases.
- Ensures that messages in printed, web based, and TV media are consistent with the City's image.
- Establishes effective relationships with other departments as well as with community associations, the business community, civic organizations, regional partners, the media, and various interested groups and individuals.
- Coordinates applications for various awards programs on behalf of the city.
- Performs other related duties as assigned.

REQUIRED KNOWLEDGE AND SKILLS:

- Knowledge of principles and practices of managing and conducting marketing programs.
- Knowledge of principles and practices of coordinating a public information program.
- Knowledge of principles and techniques of journalistic writing and reporting.
- Knowledge of communication theory.
- Knowledge of media sources and resources.
- Knowledge of planning and preparing media releases and news conferences.
- Knowledge of event planning & coordination.
- Knowledge of computer systems, software, and equipment utilized in a communication environment.
- Ability to plan and coordinate effective marketing, information management and public relations programs.
- Ability to exercise judgment in the release of information.
- Ability to communicate clearly and concisely, orally and in writing.
- Ability to write creatively, organize news material and determine story emphasis, gather and verify news information through interviews, observation and research.
- Ability to coordinate and manage a number of projects simultaneously using effective time management and problem-solving techniques.
- Ability to work independently and follow through on assignment with minimal direction.
- Ability to operate and utilize computer systems, software, the internet and photographic equipment in the performance of duties.
- Ability to establish and maintain effective working relationships with City personnel, media and the general public.
- Ability to work a flexible schedule to include nights/weekends in order to attend special meetings or events or to handle special projects.

GUIDELINES:

Guidelines for this position include city ordinances, city and/or departmental policies and procedures and relevant state and federal laws. These guidelines are clear and specific, though judgment is needed when communicating with the media.

PHYSICAL DEMANDS:

The work is typically performed in an office with the employee sitting at a desk with intermittent standing or walking, pushing, pulling, lifting, fingering, grasping, feeling, talking, hearing, seeing and repetitive motions. The work may include occasional exposure to hot, cold or inclement weather during special events. The employee uses tools or equipment requiring dexterity.

Light Work: Exerting up to 20 pounds of force occasionally, and/or up to 10 pounds of force frequently, and/or negligible amount of force constantly to move objects. If the use of arm and/or leg controls requires exertion of forces greater than that for Sedentary Work and the worker sits most of the time

MINIMUM QUALIFICATIONS:

Bachelor's degree in journalism, communications, marketing, or a related field; four (4) years of experience in marketing, public relations, public information or a related field or equivalent combination of education and experience necessary to perform the essential functions of the job. Ability to work a flexible work schedule to include occasional nights/weekends. Valid State of Georgia Driver's License.