

Job Recruitment

Job Title

Public Information Officer

City of Maricopa Overview

The City of Maricopa is an Equal Opportunity Employer. In compliance with the Americans with Disabilities Act, the City will provide reasonable accommodations to qualified individuals with disabilities and encourages both prospective and current employees to discuss potential accommodations with the employer.

Management's vision is "to be open, responsive and accountable while serving the public with integrity".

Job Description

The following duties are normal for this position. The omission of specific statements of the duties does not exclude them from the classification if the work is similar, related, or a logical assignment for this position. Other duties may be required, assigned, and expected commensurate with the administrative needs of a City.

General Purpose

To develop, implement, and maintain an effective City's Police Department-wide public information program while serving as the City's Police Department spokesperson and primary media liaison. Work includes professional application of best practices in municipal public relations activities, media relations, and development and distribution of informational material through mediums including but not limited to various periodic and special publications, internet and e-government, video content and broadcast.

Essential Duties and Responsibilities

- Act as City's Police Department official spokesperson with the media;
- Respond to inquiries and requests for information; prepares press releases; and creates and maintains lists of media contacts;
- Write, review, and edit news conferences, press releases, newsletters, news-blast, emails, articles, postings, publications, and scripts;
- Develop, implement, and maintain an effective public information program and coordinate public relations activities for City Council and City's Police Department departments;
- Assist and counsel elected officials and department heads concerning public relations aspects of policies, practices, procedures, programs, and actions;
- Proactively promote City's Police Department accomplishments and activities through various mediums;
- Be available 24/7 for emergency incidents and also in non-traditional work hours for presence at various special events and meetings;
- Develop and execute communication plans for various City's Police Department campaigns, both internally and externally;

- Research attitudes, opinions, and perceptions of selected internal and external groups and report that information to elected officials and department heads;
- Collect and manage constituent concerns via survey, web applications and public meetings to be compiled and distributed to the Mayor, Council, City Manager, and applicable departments;
- Provide and coordinate media training to management and employees as requested or needed;
- Compile reports from a wide variety of sources and transmit data (e.g. annual reports);
- Develop program measurement tools and strategies and provide results on a minimum of an annual basis;
- Assist in planning and preparation of marketing collateral pieces for distribution to residents and other internal stakeholders;
- Prepare and review brochures, pamphlets and fliers for various departments; work includes writing, editing, coordinating development of copy and data, proofreading, coordinating images, and printing proof approvals;
- Research, write, and participate in the development of and approval of content for various multimedia productions (e.g. PSA, video projects, slide shows, internet, Website, etc.);
- Provides assistance in the development of programs for the City's cable channel and coordinate message with management staff;
- Participate in video-taped and telephone interviews with the media;
- In all activities and throughout City departments, ensures consistency with the City brand;
- Manage City's Police Department use of third party communication websites and social media sites;
- Develop all necessary media information and policies & procedures;
- Performs all work duties and activities in accordance with City policies and procedures;
- Performs other duties as assigned.

Minimum Qualifications

- Bachelor's degree in public relations, journalism, mass communications or related field; Recent experience in responsible public relations positions, with a minimum of three (3) years required. Previous related public sector experience required.
- Some supervisory experience.
- Experience with government television broadcast functions, operations and content.
- Desktop publishing experience with Adobe products preferred.
- Valid Arizona driver's license.

Skills Required

- Current principles, techniques and objectives of public information, communication and public relations programs;
- Active in public information organizations;
- Full understanding of council manager form of government and the role of communication in support of Council and Council priorities;
- Media tactics, including interview techniques and preparation;
- Professional applications of research and writing skills;

- Operation of standard office equipment and a personal computer and software applications for work processing, graphic presentations, spreadsheets, databases, information retrieval and research, and other job-related software;
- Development and application of programs, policies and functions;
- Ability to maintain quality results of your own work and the work of others through proofreading, cross checking data and accurate communication;
- Ability to develop creative ideas in relation to public information projects;
- Ability to manage multiple projects, prioritize tasks and meet deadlines;
- Ability to work independently and accurately with minimal supervision on a continual basis;
- Establish and maintain effective working relationships with other City employees, media representatives, the public, and other interested and affected parties;
- Work as a member of a team through constructive communication; collaboration on ideas to determine best options,
- Mastery of English grammar, spelling and punctuation.

The above statements are intended to describe the general nature and level of work being performed by individuals assigned to this job. They are not intended to be an exhaustive list of all responsibilities, duties, and skills required of personnel so classified in this position. This job description is subject to change as the needs and requirements of the job change.

Any equivalent combination of education, training, and experience, which provides the requisite knowledge, skills, and abilities for this job, may be substituted at the discretion of city management.

Performance Aptitudes

Physical Ability: Tasks require the ability to exert light physical effort including, but not limited to, lifting, carrying, pushing and/or pulling, etc. of objects and materials of light weight (generally 25 pounds and less). Tasks may involve extended periods of time in seated position and at a keyboard or workstation.

Project Management: Tasks require the ability to schedule, coordinate, and manage various projects of varying degrees of difficulty, size and complexity.

Equipment, Machinery, Tools, and Materials: Tasks require the ability to operate, maneuver, and/or control the actions of equipment, machinery, tools, and/or materials, commensurate with duties of the position.

Social and Interpersonal Communication Skills: Position requires professional social and interpersonal communication skills, including the ability to function in a major organizational unit requiring significant internal and external interaction.

Reasoning: Position requires functional reasoning skills enabling the analysis of major problems that necessitate complex planning for interrelated activities that can span one or several work units. Position requires situational reasoning skills allowing for the ability to exercise judgment, decisiveness and innovation in situations involving broader aspects of the organization.