

PUBLIC INFORMATION OFFICER COMMUNICATIONS AND LEGISLATIVE AFFAIRS OFFICER

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DEFINITION

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Under general direction, plans, develops, coordinates, sustains and directs a range of public information, community affairs, and media relation communication activities, and crisis communication; to oversee and coordinate government relations and legislative advocacy; and to coordinate communication and legislative activities with other City departments and outside agencies, and services including customer engagement and outreach strategies and coordination of complex community and cross-departmental communications. Performs other related work as required.

DISTINGUISHING FEATURES

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The position is responsible for planning, organizing, developing, coordinating, assigning, directing, and evaluating the function of internal and external communication, community relations programs and legislative advocacy. This position provides highly responsible, specialized management assistance by planning, directing, and leading external and internal communications, public and media relations, comprehensive marketing and other programs, studies and projects. The position will lead the effort to strengthen and expand the City's online and social media presence.

EXAMPLES OF DUTIES

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1. Develops, organizes, directs and evaluates comprehensive communications, marketing and community relations programs to inform the public of the activities and objectives of the City; develops and maintains regular contacts through radio, television and the press for announcements of City programs, initiatives and activities.
2. Oversees and manages the City's legislative program which evaluates, monitors and tracks pending legislation for impact to the City, coordinates with City departments on legislative issues, and serves as a liaison with City lobbyist.
3. Proactively, and in coordination with other departments, anticipates and coordinates the City's communication policy priorities and other organizational objectives; works with consultants and City staff to design, develop, and execute communication and marketing strategies that are consistent with the policy set by City Council and the City Manager.
4. Serves in an advisory capacity to the City Manager, City Council and the City's leadership team in order to provide guidance on how best the City can communicate its priorities and achieve its public policy objectives.

5. Advises City management in the development and maintenance of effective current and long-range policies, plans and practices which affects its relations with the public; brings to public attention, through appropriate media, significant facts, opinions and interpretations which will keep the public aware of City actions and policies.
6. Serves as the City's Public Information Officer; manages the communications content of press releases, City website information, electronic communication, social media, and newsletters including crisis communications; prepares speeches, responses and related materials for public information purposes.
- ~~1. Manages the day to day public communications activities of the City of Alameda, including publications, press releases, public inquiries, grant writing, presentations, special event marketing, website content and analytics, and social media management.~~
- ~~2-7.~~ Develops and implements City-wide communications and engagement policies, practices, and procedures.
- ~~3-8.~~ Serves as a resource and consultant to City departments, helping to identify opportunities and develop strategies to communicate with and engage the residential and business community regarding a range of City issues.
- ~~4-9.~~ Provides management assistance with the development and dissemination of internal communications, including outreach and communication efforts with employee and labor groups
- ~~5-10.~~ Leads the development of strategies, plans, and programs directed to internal and external audiences that result in high quality, timely, and consistent dissemination of a wide range of information.
- ~~6. Develops and oversees content for website and internet communications to external and internal audiences.~~
- ~~7-11.~~ Develops and manages external media relations through anticipation, effective relationship building, and timely communications about public issues.
- ~~8-12.~~ Develops community engagement strategies to inform and empower City residents.
- ~~13.~~ Attends community meetings and provides focused staff support regarding media and communications.
- ~~9-14.~~ Plans and develops marketing strategies for major City events.
- ~~10-15.~~ Develops effective communication strategies to increase and improve community engagement experience with various City programs and services.
- ~~11. Manages sensitive press issues and/or may be called out to support emergency communication operations.~~
- ~~12-16.~~ Develops traditional and non-traditional ways of communicating with residents and the local business community as well as external audiences.
- ~~13-17.~~ Trains staff on communications best practices and trends.
- ~~14-18.~~ Maintains informational resources and libraries.
- ~~15-19.~~ May conduct comprehensive engagement studies and recommendations.
- ~~16-20.~~ May assist in budget and business plan preparation and administration.
- ~~17-21.~~ May supervise, train and evaluate assigned staff.

EMPLOYMENT STANDARDS

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Education/Experience

Any combination of education and experience likely to provide the required knowledge and abilities is qualifying. A typical way to obtain the knowledge and abilities would be:

Education:

Graduation from an accredited four year college or university with major coursework in journalism, public administration, communications, public relations/marketing, or closely related field.

Experience:

Five years of progressively responsible professional experience in communications, media relations, public information, and the design and analysis of community engagement strategies and programs, preferably for a public entity.

Knowledge

Knowledge of current trends, principles, developments and practices in public relations, media relations and community engagement and outreach; [principles and practices of communication methods and marketing techniques; political issues, community development issues, and legislative developments of importance to the community and City; legislative processes and principles; local, state and federal political environment](#); operation of personal computers and information management with proficiency using word processing, spreadsheets, databases, presentation software, and web-based programs specific to social media; modern office practices and procedures including applications of information systems; modern office equipment including personal computers; effective methods of lead and project supervision; a high level of proficiency in English language usage, including excellent spelling, grammar and punctuation skills.

Abilities

Ability to effectively manage, coordinate and administer a range of [public information and/or engagement projects and studies](#); [communications and legislative advocacy initiatives](#); [develop and implement comprehensive communication strategies and programs](#); [interpret and apply policies, procedures, laws, codes and regulations pertaining to assigned programs and functions](#); [make effective public presentations in routine and emergency situations](#); [effectively facilitate/moderate meetings](#); clearly communicate in writing, and in person to a wide and varied audience through a variety of media platforms; establish and maintain effective working relationships with media outlets, elected officials, business partners, business and community groups, outside agencies, employees, other departments, divisions, and the general public; plan, administer and evaluate work programs; prepare and present concise and comprehensive studies and reports for a range of audiences; demonstrate effective leadership and gain consensus and support; set priorities and meet deadlines; perform qualitative research and

analysis, and quantitative and general problem solving using superior critical thinking skills; embrace change; interpret and apply established policies, procedures and codes; interpret and apply specialized federal and state legislation and court rulings; interpret and analyze information; draw valid conclusions and project consequences of decisions and recommendations; perform both complex and routine work with speed and accuracy; work effectively under pressure and with frequent interruptions; communicate effectively; provide training and direction to assigned staff; effectively operate a variety of modern office equipment including computers and related software; act with resourcefulness, courtesy and initiative; establish and maintain accurate records; maintain level of knowledge required for satisfactory job performance; and supervise, train, and evaluate assigned staff.

Other Requirements

Possession of a valid California Driver's License and satisfactory driving record at the time of appointment is required as a condition of initial and continued employment only if the operation of a vehicle, rather than the employee's ability to get to/from various work locations in a timely manner, is necessary to perform the essential functions of the position.

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