

CLASS SPECIFICATION

SAN DIEGO CITY CIVIL SERVICE COMMISSION

SUPERVISING PUBLIC INFORMATION OFFICER - 1940

DEFINITION:

Under direction, to plan and direct the most complex, sensitive, and high profile public information programs in the City; to supervise the work of a professional staff; and to perform related work.

DISTINGUISHING CHARACTERISTICS:

This classification is reserved for those positions in departments having the most complex and extremely high profile public information programs. Responsibilities include supervising a professional public information staff. On the other hand, other Public Information Officer classes have responsibility for less complex and sensitive programs and need not supervise a professional staff.

*** EXAMPLES OF DUTIES:**

- Plans and directs the implementation of the City's largest and most sensitive public information programs;
- Supervises a professional staff engaged in developing specific programs for state and national forums and media;
- Develops, coordinates, and disseminates information to the media and the public;
- Develops and implements communication plans, strategies, and campaigns for client departments and specific projects and programs;
- Represents the City before state and national forums;
- Acts as liaison with state and national media;
- Schedules, coordinates, and participates in public outreach efforts such as community meetings and educational outreach programs;
- Writes speaking points and video scripts;
- Responds to the most difficult and sensitive inquiries and complaints from the public;
- Coordinates and manages the work of outside consultants or contractors;
- Assigns, trains, and evaluates the work of subordinates.

MINIMUM QUALIFICATIONS:

Please note: the minimum qualifications stated below are a guide for determining the education, training, experience, special skills, and/or license which may be required for employment in the class. These are re-evaluated each time the position is opened for recruitment. Please refer to the most recent Job Description for updated minimum qualifications: <https://www.governmentjobs.com/careers/sandiego/classspecs>.

- * EXAMPLES OF DUTIES performed by employees in this class. The list may not include all required duties, nor are all listed tasks necessarily performed by everyone in this class.**

A Bachelor's degree or equivalent education (i.e., minimum completed units of 120 semester/180 quarter), **AND** four years of full-time professional-level experience in public relations, media relations, journalism, marketing, community relations, or social media experience. Qualifying professional-level experience must include at least one of the following: planning and coordinating the production and dissemination of public relations or public information programs involving audio, visual, print, or social media; or writing, editing, and producing public relations or public information materials.