

CLASS SPECIFICATION
SAN DIEGO CITY CIVIL SERVICE COMMISSION
PUBLIC INFORMATION OFFICER - 1777

DEFINITION:

Under direction, at the journey-level, to plan and conduct a public information program for a department; to perform professional public relations work; and to perform related work.

DISTINGUISHING CHARACTERISTICS:

This class is assigned to those positions performing professional public information and public relations work of average difficulty and is distinguished from the higher-level classes in this series in the limited scope and lesser degree of sensitivity and complexity of programs assigned.

*** EXAMPLES OF DUTIES:**

- Writes, edits, prepares, and distributes advisories and news releases for newspaper, television, radio, social media, bulletins, newsletters, pamphlets, brochures, posters, and handouts to inform the public and employees of department services and activities;
- Utilizes social media platforms to convey City information;
- Plans and prepares exhibits and displays;
- Coordinates and participates in outreach efforts such as community meetings and educational programs;
- Strategizes and creates outreach campaigns for departments and specific projects and programs;
- Arranges for photographic work for departmental and publicity purposes;
- Acts as resource/liaison with the media and other departments and agencies;
- Develops, coordinates, and interprets the results of customer surveys to identify public perceptions;
- Edits prepared copy;
- Develops written reports and visual media in support of presentations before Council, community groups, and business owners;
- Ensures proper, timely, and regular information dissemination to the Mayor, Council, department management, community groups, and business owners regarding any planned or emergency activities or projects;
- Prepares and delivers speeches;
- Investigates citizen complaints and assists in their resolution;
- Arranges for photographic work for departmental and publicity purposes;
- Manages a public information hotline and general email box;
- Conducts tours of departmental facilities and activities.

* **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.

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>.

Bachelor's Degree or equivalent education (i.e., minimum completed units = 120 semester/180 quarter); **AND** one year of full-time professional-level experience in at least one of the following: public relations: writing and media usage, news releases, media relations, print, electronic communications production, multi-media techniques, speeches, audio-visual presentations, and special events; media relations: cable, film, radio, television, and telecommunications management, with emphasis on audience analysis, advertising, writing, editing, research, and programming; journalism: news writing and editing for the mass media; marketing; community relations: developing and overseeing outreach programs to engage the public and project stakeholders in considering program initiatives; or social media experience.