

CLASS SPECIFICATION
SAN DIEGO CITY CIVIL SERVICE COMMISSION
PUBLIC INFORMATION OFFICER

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 newspaper and radio releases, bulletins, newsletters, pamphlets, brochures, and posters to inform the public and employees of department services and activities;
- Plans and prepares exhibits and displays;
- Attends departmental and community group meetings;
- Arranges for photographic work for departmental and publicity purposes;
- Acts as resource and liaison person with the mass media and other departments;
- Edits prepared copy;
- Prepares and delivers speeches;
- Investigates citizen complaints and assists in their resolution;
- Conducts tours of departmental facilities and activities.

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 Announcement for updated minimum qualifications.

A Bachelor's degree, **AND** one year of professional journalism, public relations, or media information work. Qualifying experience must include: planning and coordinating the production and dissemination of a public relations or public information program involving audio, visual, or print medium; or writing, editing, and producing public relations or public information materials.

- * **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.