

CLASS SPECIFICATION
SAN DIEGO CITY CIVIL SERVICE COMMISSION
SENIOR PUBLIC INFORMATION OFFICER

DEFINITION:

Under direction, to develop and plan a complex and sensitive public information and public relations program and to perform related work.

DISTINGUISHING CHARACTERISTICS:

This class is assigned to departments where a public relations program has critical and sensitive City-wide impact, and the consequence of error is great; while a Public Information Officer performs tasks where the scope of the work is limited and the basic requirements and demands are minimal, such as the actual composition, writing, and editing of copy. On the other hand, a Supervising Public Information Officer has responsibility for developing and implementing the most complex and extremely sensitive programs involving highly controversial issues. The higher level class regularly supervises a professional staff.

*** EXAMPLES OF DUTIES:**

- Plans, coordinates, and produces the more complex audio, visual, and written public information programs;
- Researches, writes, edits, produces, and disseminate reports, newsletters, brochures, pamphlets, and news releases;
- Makes informational presentations to business and citizen groups;
- Plans, prepares, and produces television and slide show presentations;
- Develops and implements public relations training programs for department personnel;
- Coordinates the participation of other department staff before public audiences;
- Writes and edits speeches;
- Acts as a liaison with print, audio, and visual media and community groups;
- Investigates citizen complaints and assists in their resolution;
- May supervise 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 Announcement for updated minimum qualifications.

A Bachelor's degree, **AND** three years of professional level experience performing public relations or public information work. Qualifying experience must include, as a primary job function, professional level work in researching, writing, editing, planning, and coordinating the production and dissemination of structured public relations or public information programs through the communications media.

- * **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.