

City of Lockhart, Texas

JOB DESCRIPTION

To perform this job successfully, an individual must be able to perform the essential job functions satisfactorily. Reasonable accommodations may be made to enable individuals with disabilities to perform the primary job functions herein described. Since every duty associated with this position may not be described herein, employees may be required to perform duties not specifically spelled out in the job description, but which may be reasonably considered to be incidental in the performing of their duties just as though they were actually written out in this job description.

Public Information Officer

Department: City Manager

Pay Grade: 112

FLSA Status: Exempt

JOB SUMMARY

The Public Information Officer creates and maintains internal and external communications, promotes media relations and publicity for the City, and fosters civic involvement and awareness of City activities, services, and programs. An incumbent in this position also serves as general support to all departments as needed.

ESSENTIAL JOB FUNCTIONS

- Works with City staff to proactively generate positive news stories about City services.
- Designs, coordinates, produces media releases, advisories, public service announcements, newsletters, annual reports, special reports for City administration, and other City publications or communications including brochures, flyers, invitations, and other outreach material.
- Arranges interviews with City officials.
- Assists with after-hours press releases and communications that usually originate from the Police Department.
- Develops and implements new avenues of communications, including communications plans and strategies, surveys, and research.
- Responds to information requests from media and the general public.
- Plans/assists in the coordination of special events.
- Serves as spokesperson for City as designated.
- Manages media relations in a crisis or emergency situation as requested.
- Coordinates the City's cable television channel.
- Assists departments and City Council in developing special publications, special events, and public meetings; takes photos at events as requested.
- Coordinates City social media (Facebook, Twitter, etc.) accounts; creates content for publishing; and advises City management and Council on social media best practices.
- Maintains the City website; serves as the point of contact for website changes and additions.
- Operates broadcasting equipment during City Council meetings, as needed.
- Coordinates and maintains records for recording City board and commission meetings and other audio video production and broadcasting.
- Performs other related duties as assigned.

QUALIFICATIONS

Education and Experience:

Requires Bachelor's degree in journalism, communications, business/public administration, public relations, or a closely related field OR any equivalent combination of experience and training that provides the required knowledge, skills and abilities. Prefer two (2) years of related work experience, or an equivalent combination of education and experience; experience in journalism and public relations including public speaking and preparation of printed materials preferred.

Licenses or Certifications:

- None.

Special Requirements:

- Possess and maintain a valid Texas driver's license and a good driving record.
- Pass a physical/health screening prior to date of hire.
- Ability to maintain regular, reliable in-person attendance.

Knowledge, Skills and Abilities:

- Knowledge of Microsoft Excel and Word.
- Knowledge of proper grammar, spelling, and punctuation.
- Knowledge of budgeting.
- Skill in organizing and prioritizing.
- Skill in using Microsoft software such as Word and Excel.
- Skill in performing math computations and using formulas and percentages.
- Skill in operating standard office equipment and machines.
- Skill in operating camera, video and sound equipment, and graphic programs.
- Skill in writing and editing news releases, newsletters, website content, reports, advertising, brochures, and other forms of written communication.
- Ability to follow instructions.
- Ability to operate a vehicle for travel.
- Ability to communicate, both verbally and in writing.
- Ability to use tact and diplomacy.
- Ability to maintain confidentiality.
- Ability to prepare and make presentations.
- Ability to exercise diplomacy and tact.
- Ability to read, analyze, and interpret government data, guidelines for municipalities, news articles, and materials related to public administration and city management.
- Ability to analyze situations and adopt a quick, effective and reasonable course of action.
- Ability to establish and maintain effective working relationships with the media, the public, and City employees.
- Ability to evaluate demographics and statistics.

PHYSICAL DEMANDS

The work is light work. The employee is frequently required to apply 10 pounds of force to move objects. The employee is occasionally required to exert up to 20 pounds of force to move objects. Additionally, the following additional physical abilities are required (Demand Code: C=Continuously, F=Frequently, O=Occasionally, R=Rarely):

R	• Balancing: Maintaining equilibrium to prevent falling while walking, standing, or crouching.
F	• Climbing: Ascending, descending ladders, stairs, and ramps; requiring body agility.
R	• Crawling: Moving about on hands, knees, or hands and feet.
O	• Crouching: Bending the body downward and forward by bending leg and spine.
-	• Grasping: Applying pressure to object with fingers or palm.
F	• Handling: Picking, holding, or otherwise working, primarily with the whole hand.
F	• Hearing 1: Perceiving the nature of sounds at normal speaking levels with or without correction; receiving detailed information through oral communication; and making the discrimination in sound.
C	• Hearing 2: Receiving detailed information; making discrimination in sound.
F	• Kneeling: Bending legs at knee to come to a rest on knee or knees.
O	• Lifting: Raising objects from a lower to a higher position or moving objects horizontally from position-to-position, occurring to a considerable degree; requiring substantial use of upper extremities and back muscles.
F	• Manual Dexterity: Picking, pinching, typing, or otherwise working, primarily with fingers rather than with the whole hand as in handling.
F	• Mental Acuity: Making rational decisions through sound logic and deductive processes.
O	• Pulling: Using upper extremities to exert force in order to draw, haul, or tug objects in a sustained motion.
O	• Pushing: Using upper extremities to press against something with steady force in order to thrust forward, downward, or outward.
F	• Reaching: Extending hand(s) and arm(s) in any direction.
F	• Speaking: Expressing or exchanging ideas by means of the spoken word including the ability to convey detailed or important spoken instructions to others accurately and concisely.
F	• Standing: Being erect particularly for sustained periods of time.
R	• Stooping: Bending body downward and forward by bending spine at the waist, occurring to a considerable degree; requiring full motion of the lower extremities and back muscles.
C	• Talking 1: Expressing or exchanging ideas by means of the spoken word including those activities in which they must convey detailed or important spoken instructions to other co-workers accurately, loudly, or quickly.
C	• Visual Acuity 1: Having close visual acuity to perform an activity such as: preparing and analyzing data and figures; transcribing; viewing a computer terminal; and/or reading extensively.
R	• Visual Acuity 2: Verifying color, depth perception, or field of vision.
F	• Visual Acuity 3: Determining accuracy or neatness; observing facilities/structures.
F	• Walking: Moving about on foot to accomplish tasks, particularly for long distances, or moving from one work site to another.

WORK ENVIRONMENT

Work is performed in a relatively safe and secure work environment with frequent contact with the public and inside climate-controlled buildings with occasional travel outside to other facilities or events with some exposure to weather extremes.

The City of Lockhart has the right to revise this job description at any time. This description does not represent in any way a contract of employment.

Employee Signature

Date

Supervisor (or HR) Signature

Date