

**CITY OF SANTA CLARA, CALIFORNIA**  
**PUBLIC INFORMATION OFFICER**

(Unclassified)

(077)

**EDUCATION AND EXPERIENCE**

- Graduation from an accredited college or university with a Bachelor's degree in Business or Public Administration, Journalism, Communications, Marketing, or a closely related field;
- Six (6) years managing a public relations/communications function, at least two (2) of which must include supervisory experience. Experience in the public sector is highly desirable.

**LICENSE**

Possession of a valid California Class C driver's license is required at time of application and for the duration of employment.

**DISTINGUISHING CHARACTERISTICS**

This is a senior management position reporting directly to the City Manager responsible for the development, implementation and direction of the City's strategic communications plan and proactive employee and community communications on City actions and events. Key responsibilities include directing and coordinating public and media relations including social media, community outreach as well as producing newsletters and other print publications. As a member of the City's unclassified service, this is an "at-will" position and serves at the discretion of the City Manager. The incumbent demonstrates strong ethical, professional and service oriented leadership and interpersonal skills; sets a good example and correctly applies the tenets of the City's Code of Ethics and Values.

**TYPICAL DUTIES**

Duties include, but are not limited to the following.

Under general direction:

- Serves as key spokesperson for the City and answers inquiries from the media, community, organizations, etc.;
- Develops and implements an integrated strategic communications plan to advance the City's brand identity; broaden awareness of its programs and priorities and increase the visibility of its key messages and programs across the community;
- Identifies challenges and emerging issues faced by the organization; work with leadership team and staff to recognize internal and external communications opportunities and solutions and define and execute appropriate strategies to support them;
- Writes, reviews and analyzes press releases, speeches, articles for the City Manager, Mayor and City Council as needed;
- Serves as communications advisor to the City's leadership team;
- Manages, trains and supervises the Communications Team to support the development and execution of the City's communications strategy;

## **PUBLIC INFORMATION OFFICER (continued)**

- Oversight of the Government Access Cable Television Channel 15, the City's Annual Report/City Calendar, citizen newsletters, employee newsletters, surveys and other municipal publications;
- Manages positive relationships with a wide range of media sources to productively advance the communications needs including but not limited to the City, Stadium Authority, Sports and Open Space Authority, Housing Authority, Bayshore North Project Enhancement Authority and Successor Agency to the Redevelopment Agency;
- Coordinates photo opportunities; photographs still and moving images representative of the City, and develops and edits film for use in City publications and broadcasting;
- Coordinates and administers programs involving the community, including individuals and groups, and maintains relations with governmental jurisdictions, organizations, associations and other external groups;
- Makes personal appearances as necessary while fostering community relations through these public communications and public community events;
- Actively engage, cultivate and manage press relationships to ensure coverage surrounding City programs, special events, public announcements and other projects;
- Organizes and coordinates press conferences, news releases and public service announcements;
- Stays abreast of new trends and innovations in the field of communications, multimedia technologies, web page image and design, social media and emergency communications; Manages the public information aspect of the Emergency Operations Center with other key public information officers;
- Assists with marketing the City as needed;
- Develops and controls annual fiscal appropriations designated for communication activities; and
- Performs other related duties as assigned.

### **KNOWLEDGE, SKILLS, AND ABILITIES**

#### **Knowledge of:**

- Principles, practices and emerging trends of public relations and public communication;
- Methods and techniques for the development of press releases, talking points, newsletters, presentations, business correspondence and information distribution;
- Principles and practices of strategic planning;
- Research and analysis methods and techniques;
- Principles and practices of public relations, media relations, community outreach project and program development;
- Effective leadership, organization and management principles and practices and practices including training and conducting performance evaluations;
- Problem solving and conflict resolution practices and techniques;
- Principles and practices of budgeting, communications, modern information systems, project management, and personnel management and supervision;
- Interview Techniques; and
- Office safety practices, procedures and standards.

## **PUBLIC INFORMATION OFFICER (continued)**

Ability to:

- Manage, plan, coordinate and organize an effective public communication program;
- Speak effectively before a wide range of public and private organizations and officials and media representatives;
- Work closely and effectively with community outreach programs;
- Collect, evaluate and interpret varied information and data, either in statistical, narrative or verbal form;
- Prepare clear, complete, accurate, concise and logical written and oral reports;
- Recognize publicity potential, both positive and adverse of issues and events;
- Schedule and produce and/or supervise audiovisual presentations according to deadline and budgetary constraints;
- Write and edit scripts, using appropriate format, production directions and terminology;
- Work effectively in time-sensitive situations and meet deadlines; coordinate multiple projects and complex tasks simultaneously. Establish clear goals and objectives in order to create an organization that delivers excellent customer service through ethical leadership standards, establishes an atmosphere of respect for employees consistent with the City's Code of Ethics and Values;
- Operate as an effective tactical as well as strategic thinker;
- Make decisions in changing environments and anticipate future needs;
- Exercise excellent judgment and creative problem solving skills, including negotiation and conflict resolution;
- Provide leadership and management in the department through coaching, enabling and facilitating employees working in a team environment;
- Plan, organize, direct, and coordinate organization activities and effectively manage the work of others;
- Build constructive relationships by promoting and developing effective partnerships with other departments, employees, citizens, regional agencies, the media, businesses and other groups;
- Communicate effectively with staff, elected officials, lobbyists, legislators, and other government officials; communicate technical information including complex rules, regulations, legislation, and laws in a manner that is appropriate for the intended audience;
- Work effectively as a member of the City's senior leadership team on a variety of strategic initiatives; and
- Walk or stand for extended periods of time and bend, stoop, crawl, climb, lift or any other physical requirement as necessitated by the position to perform assigned duties.

### **SUPERVISION RECEIVED**

Works under the general direction of the City Manager or other manager as assigned.

### **SUPERVISION EXERCISED**

Manages professional, paraprofessional, administrative and other staff as assigned.

### **SPECIAL CONDITIONS**

May be required to work unusual hours, including evenings and weekends, and to be available on an on-call basis.

## **PUBLIC INFORMATION OFFICER (continued)**

### OTHER REQUIREMENTS

Must be able to perform all of the essential functions of the job assignment.

### CONFLICT OF INTEREST

Incumbents in this position are required to file a Conflict of Interest statement upon assuming office, annually, and upon leaving office, in accordance with City Manager Directive 100.