Job Title: Public Information Officer

Department: City Manager's Office, Police Department

Immediate Supervisor: Communications and Marketing Manager, Chief of Police

Origination Date:	**08/09/2005**
Revision Date:	**09/24/2012**
Job Grade	**607**
FLSA Status	**Exempt**

BRIEF DESCRIPTION OF THE JOB:

This position serves primarily as media liaison by handling media inquiries, writing news releases, pitching stories, being pro-active in social media communication, and organizing press conferences. Sometimes acts as a City or Police Department Spokesperson and media consultant and coach to management when needed; participates in researching and writing the monthly citizen and employee newsletters (City PIO), assists in updating web content; participates in development of marketing campaigns for City or Police Department services; and writes brochures and publications and scripts videos and Public Service Announcements (PSAs) for TV and the web to promote the City or Police Department and its services. Position is subject to call outs to cover emerging new issues.

ESSENTIAL FUNCTIONS:

This information is intended to be descriptive of the key responsibilities of the position. The following examples do not identify all duties performed by any single incumbent.

	Physical Strength Code	ESSENTIAL FUNCTIONS
1	S	Serves as a media liaison by answering media inquiries, writing news releases, pitching stories, being pro-active in social media communication; and establishing and building relationships with editors, assignment editors, producers, and reporters. Acts as a City or Police Department Spokesperson when needed and a PIO in EOC for emergencies.
2	S	Manages the archiving, tracking, and monitoring of Goodyear news coverage by uploading to the website, establishing media links and disseminating the news to the Mayor, Council and Executive Team or Chief of Police.
3	S	Participates in writing the monthly citizen and employee newsletters by determining stories, researching articles, and writing/editing content.
4	S	Coordinates media for press conferences, special events, and major news occasions by coordinating print, television, and web coverage; and coordinating freelancers, media checking, media staging area, and parking.
5	S	Assists in PR consultation with all departments and conducts communications audits of city departments to determine needed marketing collateral materials (City PIO).
6	S	Writes brochures, speeches, articles, and video scripts for short features and PSAs; prepares slide shows, publications, and annual reports to promote the City or Police Department and its services; and helps update web content.
7	S	Provides media consultation and coaching to City representatives or the Chief of Police.

	Physical Strength Code	ESSENTIAL FUNCTIONS
8	S	Coordinates the development of comprehensive strategies and approaches for marketing the City or Police Department locally, regionally and nationally. Assesses marketing needs and conceptualizes, develops, implements and manages strategic communications campaigns and projects that reaches, informs and involves residents and/or targeted audiences.

JOB REQUIREMENTS:

JOB REQUIREMENTS	
Formal Education / Knowledge	Work requires broad knowledge in a general professional or technical field. Knowledge is normally acquired through four years of college resulting in a Bachelor's degree or equivalent.
Experience	Minimum two years experience in a related field.
Certifications and Other Requirements	Valid Driver's License.
Reading	Work requires the ability to read general correspondence, memorandums, reports, and letters at a college level and knowledge of AP style.
Math	Work requires the ability to perform general math calculations such as addition, subtraction, multiplication, and division.
Writing	Work requires the ability to write articles for publication, correspondence, memorandums, and reports at a college level.
Managerial	Job has no responsibility for the direction or supervision of others but may provide advice/direction to an employee with less experience/skill or tenure.
Budget Responsibility	Has no budgetary responsibility.
Policy/Decision Making	Significant - The employee normally performs the duty assignment according to his or her own judgment, requesting supervisory assistance only when necessary. Projects and daily work are managed with little oversight, however special assignments and significant work products may be reviewed upon completion. Typically positions in this category are supervisor to mid-management jobs.
Technical Skills	Comprehensive Application - Work requires a comprehensive, practical knowledge of a technical field with use of analytical judgment and decision-making abilities appropriate to the work environment of the organization.
Interpersonal / Human Relations Skills	High - Interactions at this level usually impact the implementation of policies. Contacts may involve interpretation of how policies are implemented and may require discussion and the support of controversial positions or the negotiation of sensitive issues or important presentations. During interactions on policy implementation, contacts may also involve stressful, negative interactions requiring high levels of tact and the ability to respond to aggressive interpersonal interactions.

City of Goodyear, Arizona

Physical Demands

Frequency Code Scale

N = Never	R = Rarely	O = Occasionally	F = Frequently	C = Constantly
Never occurs	Less than 1 hour/week	Up to 1/3 of the time	From 1/3 to 2/3 of the time	2/3 or more of the time

Physical Demand	Frequency Code (Mark only one)	Description: (Check all that apply)
Standing	☐ N ☐ R ☒ O ☐ F ☐ C	☒ Making presentations ☐ Observing work site ☐ Observing work duties ☒ Communicating with co-workers
Fine Dexterity	☐ N ☐ R ☐ O ☐ F ☒ C	☒ Computer keyboard ☒ Telephone keypad ☐ Calculator ☐ Calibrating equipment
Walking	☐ N ☐ R ☐ O ☒ F ☐ C	☒ To other departments/offices ☐ Around work site
Lifting	☐ N ☒ R ☐ O ☐ F ☐ C	☒ Supplies ☒ Equipment ☒ Files
Carrying	☐ N ☒ R ☐ O ☐ F ☐ C	☒ Supplies ☐ Equipment ☒ Files
Sitting	☐ N ☐ R ☐ O ☐ F ☒ C	☒ Desk work ☒ Meetings ☒ Driving
Reaching	☐ N ☒ R ☐ O ☐ F ☐ C	☐ For supplies ☒ For files
Handling	☐ N ☐ R ☐ O ☐ F ☒ C	☒ Paperwork ☐ Monies
Kneeling	☐ N ☒ R ☐ O ☐ F ☐ C	☐ Filing in lower drawers ☒ Retrieving items from lower shelves/ground
Crawling	☒ N ☐ R ☐ O ☐ F ☐ C	☐ Under equipment ☐ Inside attics/pipes/ditches

Physical Demand	Frequency Code (Mark only one)	Description: (Check all that apply)
Pushing/ Pulling	☐ N ☒ R ☐ O ☐ F ☐ C	☒ File drawers ☒ Equipment ☒ Tables and chairs ☐ Hoses
Climbing	☐ N ☒ R ☐ O ☐ F ☐ C	☒ Stairs ☐ Ladders ☒ Step stools ☐ Onto equipment
Vision	☐ N ☐ R ☐ O ☐ F ☒ C	☒ Reading ☒ Computer screen ☒ Driving ☐ Observing work site
Foot Controls	☐ N ☒ R ☐ O ☐ F ☐ C	☒ Driving ☐ Operating heavy equipment ☐ Operating Dictaphone
Balancing	☐ N ☒ R ☐ O ☐ F ☐ C	☐ On ladders ☐ On equipment ☒ On step stools
Bending	☐ N ☒ R ☐ O ☐ F ☐ C	☒ Filing in lower drawers ☒ Retrieving items from lower shelves/ground ☐ Making repairs
Crouching	☒ N ☐ R ☐ O ☐ F ☐ C	☐ Filing in lower drawers ☐ Retrieving items from lower shelves/ground
Hearing	☐ N ☐ R ☐ O ☐ F ☒ C	☒ Communicating via telephone/radio, to co-workers/public ☒ Listening to equipment
Twisting	☐ N ☒ R ☐ O ☐ F ☐ C	☒ From computer to telephone ☒ Getting inside vehicle
Talking	☐ N ☐ R ☐ O ☐ F ☒ C	☒ Communicating via telephone/radio, to co-workers/public
Other		(Explain)

Physical Demands (continued)

Machines, Tools, Equipment and Work Aids:

Telephone, cell phone, camera, video camera, DV recorder, editing equipment, copier, fax machine, general office supplies.

Computer Equipment and Software:

Desktop computer, laptop computer, Microsoft Windows/Office Suite, Adobe Flash Player, Adobe Reader, Java 6, Lotus Notes,
Adobe Photo Shop, Picassa, Braodcom, RealTek Audio.

Environmental Factors:

Environmental Conditions	Never	Seasonally	Several Times Per Month	Several Times Per Week	Daily
Extreme temperature (heat, cold, extreme temp. changes from outside work)	☒	☐	☐	☐	☐
Wetness and/or humidity (bodily discomfort from moisture)	☒	☐	☐	☐	☐
Respiratory hazards (fumes, gases, chemicals, dust and dirt)	☒	☐	☐	☐	☐
Noise and vibration (sufficient to cause hearing loss)	☒	☐	☐	☐	☐
Physical hazards (high voltage, dangerous machinery, aggressive prisoners, patients – not customers)	☒	☐	☐	☐	☐

Health and Safety Conditions:

Health and Safety Conditions	N = Never	R = Rarely	O = Occasionally	F = Frequently	C = Constantly
	Never occurs	Less than 1 hour per week	1/3 or more of the time	From 1/3 to 2/3 of the time	2/3 or more of the time
Mechanical hazards	☒	☐	☐	☐	☐
Chemical hazards	☒	☐	☐	☐	☐
Electrical hazards	☒	☐	☐	☐	☐
Fire hazards	☒	☐	☐	☐	☐
Explosives	☒	☐	☐	☐	☐
Communicable diseases	☒	☐	☐	☐	☐
Physical danger or abuse	☒	☐	☐	☐	☐
Other (specify)	☐	☐	☐	☐	☐

Primary Work Location:

☒ Office Environment
☐ Warehouse
☐ Shop
☐ Vehicle
☐ Recreation Centers/Neighborhood Centers
☐ Outdoors
☐ Other (Specify)

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Protective Equipment Required:

N/A

Job Demands

Overall Strength Demands:

Overall Strength Demands	
☒ Sedentary	Exerting up to 10 pounds occasionally or negligible weights frequently; sitting most of the time.
☐ Light	Exerting up to 20 pounds occasionally, 10 pounds frequently, or negligible amounts constantly AND/OR walking or standing to a significant degree.
☐ Medium	Exerting 20-50 pounds occasionally, 10-25 pounds frequently, or up to 10 pounds constantly.
☐ Heavy	Exerting 50-100 pounds occasionally, 25-50 pounds frequently, or from 10 up to 20 pounds constantly.
☐ Very Heavy	Exerting over 100 pounds occasionally, 50-100 pounds frequently, or from 20 up to 50 pounds constantly.

Non-physical Demands:

Non-physical Demands	Frequently	Occasionally	Rarely	Never
Time Pressures	☒	☐	☐	☐
Emergency Situations	☐	☐	☒	☐
Frequent Change of Tasks	☒	☐	☐	☐
Irregular Schedule/Overtime	☒	☐	☐	☐
Performing Multiple Tasks Simultaneously	☒	☐	☐	☐
Working Closely with Others as Part of a Team	☒	☐	☐	☐
Tedious or Exacting Work	☐	☒	☐	☐
Noisy/Distracting Environment	☐	☐	☒	☐
Other (Describe below.)	☐	☐	☐	☐

EXPECTED BEHAVIOR:

Staff – Expected Behavior

The employee is expected to embrace, support, and promote the City's values, beliefs, and culture Which include but are not limited to the following:

- Be positive. Do not participate in gossip
- Maintain confidentiality
- Walk the talk – uphold and live the Goodyear culture
- Encourage positive feedback
- Be accountable – submit responses to all requests for information by due date and meet deadlines
- Support a learning culture
- Be on time for all meetings
- Create and implement ethical standards for your worksite
- Be fiscally responsible
- Support the City's values and mission
- Let common sense prevail
- Be visionary – anticipate issues
- Support organizational change
- Establish and maintain positive and effective working relationships with co-workers, supervisors, subordinates, contractors and vendors
- Understand City policies and procedures, make rational decisions/recommendations in accordance with established policy.
- Work in a safe manner and report unsafe activities and conditions. Follow the City-wide safety policy and everyone's responsibility. Make it a critical part of the day to day operations.
- Foster teamwork and actively participate on teams and in City activities
- Lead by example
- Provide outstanding customer service to internal and external customers

These traits are not basic job requirements but are expected behavior. Other duties and responsibilities will be performed as assigned.

SIGNATURES—REVIEW AND COMMENT:

I have reviewed this job analysis and its attachments and find it to be an accurate description of the demands of this job.

	Signature of Employee	Date
Job Title of Supervisor	Signature of Supervisor	Date
Job Title of Department Director	Signature of Department Director	Date

Comments:_____

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The above statements are intended to describe the general nature and level of work being performed by individuals assigned to this job. They are not intended to be an exhaustive list of all responsibilities, duties, and skills required of personnel so classified in this position. This job description is subject to change as the needs and requirements of the job change.