



CITY OF DeBARY, FLORIDA

Employee Job Description

PUBLIC INFORMATION OFFICER

Department:	Position # 142	Exempt:	Yes
Reports To:	City Manager	Pay Grade/Wage:	19
Position Type:	Full-Time	Hours:	40 hrs/week

Job Summary:

The Public Information Officer serves as a key member of the professional staff to develop and disseminate information about City of DeBary programs, services and other issues on behalf of the City. The position, which reports to City Manager, requires experience in current public information, media relations practices, the ability to work in a team environment, and considerable independence and thought processes.

JOB DESCRIPTION

DUTIES & RESPONSIBILITIES

The following duties are normal for this position. The omission of specific statements of the duties does not exclude them from the classification if the work is similar, related, or a logical assignment for this classification. Other duties may be required and assigned.

- Provide a comprehensive media relations program for the purpose of educating the public and maintaining a positive public image.
- Communicate the City's strategic plan and policies, provide management of the news and content portion of the City's website, and assist the oversight of the City's social medial presence and other communication related programs.
- Foster a relationship with the media in order to proactively present City programs, services and initiatives and serve as primary point of contact on behalf of the City and all of its departments, including coordinating with law enforcement and fire services partners.
- May serve as spokesperson for the City and oversee the media relations function of the City of DeBary.
- Serve as communications advisor to City Manager, City Commission and department heads, provide technical support in all forms of communication and direction in the area of media relations.
- Research, develop and disseminate electronic and printed publications, press releases, photographic materials, feature articles, videos, public service announcements, promotional materials and other form of communications to local media and the public to increase community awareness of city activities, services and programs.
- Manage electronic communications, such as social media and similar content for the City website.
- Coordinate media inquiries with responsible department head in a timely, accurate manner according to Chapter 119 in the Florida Statues.
- Serve in an on-call capacity to respond within ninety (90) minutes upon request to emergencies at any time in the event that information needs to be released to local media and the public .
- Lead the coordination of press conferences as deemed appropriate.
- Conduct tours for local media, freelance writers, editors, publishers and the like.
- Attend staff meetings, commission meetings and community meetings as directed, to effectively carry out the responsibilities of the job.



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- Participate in collaborative partnership with other city/county/state public information officers.
- Responsible for dissemination of information and recommended communication strategies during an emergency event while actively contributing as a team member in the Emergency Operations Center during any and all crisis, natural or otherwise.
- Conduct research on grant programs for funding various City projects.
- Coordinate and/or prepare applications, including data collection, technical and graphic material and financial information for timely submission.
- Develop and maintain high level of communication with City departments, funding agencies, and others and all parties necessary to compete and/or obtain grants.
- Perform other duties as assigned.

QUALIFICATION REQUIREMENTS

To perform this job successfully, an individual must be able to perform each essential duty in a satisfactory manner and meet requirements in relation to the State (FCIC) and National (NCIC) Criminal Information Centers background check. The requirements listed below are representative of the knowledge, skills, and /or abilities required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

EDUCATION AND EXPERIENCE REQUIREMENTS

- Bachelor's degree from an accredited college or university with a major in Journalism, Communications, Public Relations, Social Sciences, Education, Public Administration, Political Science or related field is required.
- Four (4) years of professional experience as a public information officer or in journalism, public relations, research, marketing, project management or any equivalent combination of training and experience is required.
- An equivalent combination of education, experience and training which provides the required knowledge, skills and abilities may be considered for minimum requirements.

LANGUAGE SKILLS

- Ability to develop and maintain effective personal relationships with others.
- Ability to effectively communicate in both written and oral form.
- Ability to speak to audiences and/or media.

REASONING ABILITY

- Ability to understand and carry out complex oral and written directions and manage complex computer software.
- Ability to deal with problems involving several variables in standardized situations when immediate guidance from the supervisor may not be available.
- Ability to plan, organize, coordinate and communicate to senior management staff.



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OTHER SKILLS AND ABILITIES:

- Knowledge, skill and application of proper grammar, punctuation, word usage and sentence structure.
- Ability to use discretion and good judgment in handling politically sensitive information and issues.
- Knowledge and skills in the principals, practices and techniques of effective verbal, written and audiovisual communications.
- Knowledge, skill and application of social media platforms.
- Ability to recognize and develop public information opportunities.
- Ability to use video production equipment and editing software.
- Possession of a valid Florida driver's license or ability to obtain within four weeks of date of hire.

WORK ENVIRONMENT/ADA: While performing the duties of this job, the employee is regularly required to sit for long of periods of time performing repetitive functions. The employee must be able to access file cabinets for filling and retrieve data. The employee must have the ability to sit at a desk and view a screen for extended periods of time.

Employee Signature

Employee Printed Name

Date