

CLASS SPECIFICATION
Public Information & Intergovernmental Relations Officer

GENERAL PURPOSE

Under direction of the Assistant City Manager, this position will plan, manage and coordinate the City's public information and intergovernmental relations programs; to include the programs of public relations, advertising, community relations and government relations, both internally and externally; represent the City's interests with various government agencies and officials; act as the City's spokesperson; write and edit City publications; interact with citizens, elected officials, and other individuals and groups; work with minimal supervision; and performs related duties as assigned. This position supervises other personnel.

DISTINGUISHING CHARACTERISTICS

The Public Information & Intergovernmental Relations Officer manages the public information and intergovernmental programs; works with City Council on intergovernmental issues and developing legislative priorities and platforms, serves as City representative in various groups involving interaction with other governmental jurisdictions, and consistently performs high level and complex analytical assignments that have great impact to the City, including proposed state and federal legislation.

ESSENTIAL DUTIES AND RESPONSIBILITIES

The duties listed below are intended only as illustrations of the various types of work that may be performed. The omission of specific statements of duties does not exclude them from the position if the work is similar, related or a logical assignment to this class.

1. Develops, implements, and coordinates a comprehensive communications program for the City which identifies audiences, messages, communications tools and evaluation measures.
2. Synthesizes City-wide vision, mission, strategic goals and key issues into messages for informational and marketing purposes. Coordinate communication activities to foster understanding among the public and City employees of City-wide vision, strategic priorities, program goals and services.
3. Maintain a strong working relationship with business and community leadership and community organizations.
4. Prepares and disseminates a wide variety of public information regarding City business including news releases, press conferences, public service announcements, newsletters, articles, special presentations and related materials.
5. Works with the City Council on intergovernmental issues and developing annual legislative priorities and platforms; establishes appropriate mediums to communicate and inform elected officials of relevant issues.

6. Reviews, researches and analyzes proposed state and federal legislation affecting the City; facilitates the review of the information by City departments; monitors Riverside County Transportation Committee (RCTC), Western Riverside Council of Governments (WRCOG), Riverside County, and Riverside Transit Authority (RTA) activities and provides reports on these activities to the City Manager.
7. Coordinates the preparation of communication on activities associated with the intergovernmental relations program and responses to intergovernmental requests for information; assists with representing the City's interests with other government entities; assists in the legislative process by monitoring hearings and drafting testimony to be presented before legislative committees; meets with individual legislators and their staffs to advocate the City's position.
8. Serves as City representative in various projects, committees and programs involving interaction with other governmental jurisdictions; acts as the City's liaison with the League of California Cities; monitors contracts for state and/or federal level advocates.

OTHER DUTIES

1. May provide work direction and guidance to office support staff.
2. Performs a variety of special projects as assigned.
3. Represents the City or department on committees and in a variety of meetings and other functions applicable to areas of responsibility; may attend and give testimony before the City Council.

QUALIFICATIONS

Knowledge of:

- Techniques and methods used in development and evaluation of communications
- Interviewing techniques, communications, media services and resources
- Proper English, grammar, and spelling
- Mass communication media, including traditional, emerging, digital, e-mail, social media and live streaming.
- Public administration and governmental operations
- Strategy development principles and procedures
- Applicable local, state and federal laws, codes, rules, and regulations
- Program development and administration principles and practices
- Public relations principles

Ability to:

- Effectively plan, develop, and implement the public relations, community relations and government relations needs of the City.
- Prioritize and assign work
- Manage projects
- Manage multiple priorities simultaneously
- Speak in public, communicate effectively, orally and in writing; present conclusions and recommendations clearly and logically
- Analyze and develop policies and procedures
- Ensure compliance with applicable federal, state, and local laws, codes, rules and regulations
- Analyze problems, identify alternative solutions, project consequences of proposed actions, and implement recommendations in support of goals
- Prepare and administer budgets
- Communicate and use interpersonal skills to interact with coworkers, supervisor, the general public, legislators and their staffs, regional partners, etc. to sufficiently exchange or convey information and to receive work direction.
- Maintain files, records and documentation.
- Exercise independent judgment and initiative within established guidelines.

Education, Training and Experience:

A typical way of obtaining the knowledge, skills and abilities outlined above is graduation from a four-year college or university with major coursework in public or business administration, communications, public relations or a closely related field; and at least five years of progressively responsible professional experience performing public information, public relations, or related field, or equivalent administrative or practical experience which would demonstrate exposure to and utilization of required skills, knowledge and abilities in performing job related duties and responsibilities. Experience working in or closely with governmental agencies is preferred.

Licenses; Certificates; Special Requirements:

A valid California driver's license and the ability to maintain insurability under the City's vehicle insurance policy.

PHYSICAL AND MENTAL DEMANDS

The physical and mental demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this class. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Physical Demands

While performing the duties of this job, employees are regularly required to sit; talk or hear, both in person and by telephone; use hands to finger, handle and feel computers and standard business equipment; and reach with hands and arms. The employee is frequently required to stand and walk.

Specific vision abilities required by this job include close vision and the ability to adjust focus.

Mental Demands

While performing the duties of this class, incumbents are regularly required to use written and oral communication skill; read and interpret data, information and documents; analyze and solve problems; observe and interpret people and situations; use math and mathematical reasoning; learn and apply new information or skills; perform highly detailed work under changing, intensive deadlines, on multiple concurrent tasks; work with constant interruptions, and interact with all levels of management, employees, the public and others encountered in the course of work.

WORK ENVIRONMENT

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this class. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee works under typical office conditions and the noise level is usually quiet.