

Job Description

City of Nixa
Department: Administration
Title: Public Information Officer
Supervisor: City Administrator

Pay Grade: 9
FLSA Status: Exempt

Definition: Under general direction of the City Administrator, performs complex administrative, technical and professional work in providing internal and external communications on a broad range of programs, services, issues and policies. Serve as the City's website manager, working with the System's Network Technician in both design and content management.

Tasks and Duties:

Serve as the City's Public Information Officer, responsible for building and maintaining relationships with local media gathering information, writing and/or reviewing and distributing news releases and public service announcements; and to respond to media inquiries.

Manage any and all City social media accounts including but not limited to: Facebook, Twitter, Instagram and You Tube, keeping track of all analytics across all platforms and their archiving.

Assist in the research of grant opportunities and/or preparation of grant applications that help the City attain its goals and objectives.

Serve as liaison for the City Council, City Administrator and other City officials to assist in communication between individual citizens and/or public interest groups. Represent the City at public events, meetings and forums; may be required to take photos and capture information for future City news and publications.

Serve as liaison to City emergency occurrences. This includes: supporting City spokesperson during natural disaster emergencies; working with emergency management personnel and City safety officers to release information during emergencies.

Consistently, research, write, edit, graphic design, layout, video record/upload and preparation for print production all publications including newsletters, magazines, brochures, reports and all other materials required to communicate City of Nixa programs and services.

PUBLIC INFORMATION OFFICER, (Cont.)

Tasks and Duties, Cont.:

Work closely with the Finance Department and Purchasing Clerk to obtain formal and informal bids for printing, advertising media, mail service, artwork, design services and other related services; maintain positive working relationship with external vendors.

Participation in the preparation and coordination of the City's strategic communications plan.

Prepare and manage Communications Department budget for public information function, and other related areas.

Qualifications:

Knowledge of City of Nixa, County, State, and Federal ordinances, statutes, codes, and regulations in relation to job responsibilities.

Possess a working knowledge of and commitment to adhering to the Missouri Sunshine Law in all meeting notices and information requests.

Excellent writing/editing and verbal communication skills.

Relationship builder with the flexibility and finesse to "manage by influence."

High energy, maturity, and leadership with the ability to serve as a unifying force and to position communication discussions at both the strategic and tactical levels.

Knowledge of the principles, concepts, methods and techniques associated with computers, software technology.

Skill in establishing and maintaining effective working relations with other staff, City officials, outside agencies and members of the public, ensuring adequate listening and problem-solving skills are used as necessary.

Skill in oral and written communication to convey complex job-specific information clearly and concisely, both verbally and in writing.

Possess the ability to adapt readily and quickly to the changing dynamics of the workplace in terms of goals and objectives, technological changes and changing professional requirements.

PUBLIC INFORMATION OFFICER, (Cont.)

Qualifications, cont.:

Possess the ability to adapt readily and quickly to the changing dynamics of the workplace in terms of goals and objectives, technological changes and changing professional requirements.

Possess a Bachelor’s degree in journalism, marketing, public relations, business communications or related field.

Possess 2-3 years’ experience in journalism, public relations, business communications or related field; prior local government experience is desired.

Proficient in the use of Adobe Creative Suite platforms such as NDesign.

Possess a valid State of Missouri driver’s license.

Essential Functions:

Sight, hearing, speech, coordinated use of both arms, legs, hands and feet at once, bending, possible frequent and rapid lateral movements, bending, stooping, and lifting and carrying a minimum of 25 pounds. Ability to work indoors with heating and cooling regulated; may be exposed to extreme weather conditions, dust, and/or pollen. Mentally analyze a situation, solve problems and make decisions under pressure in area of responsibility.

Some night(s) and weekend(s) work required.

This position description is a general guideline for work behavior and is not intended to be a comprehensive listing of all job duties. Therefore, it is also not, nor can it be implied to be, a contract of employment. The contents of this position description may be changed without notice, and employment may be terminated by either party, at will.

Print Full Name

Employee Signature

Date

11/10/16