

DEPARTMENT PUBLIC INFORMATION OFFICER

SALARY: \$7,046 to \$9,442 monthly (26 pay periods annually)

FINAL FILING DATE: Open Until Filled **First cut-off is Tuesday, April 30, 2019.**

IT IS MANDATORY THAT YOU COMPLETE THE SUPPLEMENTAL QUESTIONNAIRE. YOUR APPLICATION WILL BE REJECTED IF YOU DO NOT PROVIDE ALL NECESSARY INFORMATION.

THE POSITION

The Human Resources Department is accepting applications for the regular and full-time position of Department Public Information Officer. **The current vacancy supports the Roseville Electric Utility.** This recruitment could also be used to fill positions that currently support the Fire, Police and Environment Utilities departments if they become vacant, along with other areas of the City, for the duration of the list. A flex schedule may be available.

The City of Roseville follows a strategic Public Affairs & Communications Plan with a “hybrid” communications infrastructure: Department-level and Citywide. This means that communications professionals housed within departments, and staff of the citywide Public Affairs & Communications Department, coordinate and collaborate with each other to ensure the City speaks with one voice and to enhance the effectiveness of media relations, community relations, and government relations. These positions require balancing departmental goals with a keen awareness of citywide priorities and activities.

The City of Roseville promotes a no smoking atmosphere.

DEFINITION

To plan, organize, coordinate and implement communications, marketing, public relations and outreach programs within an assigned Department; to provide expertise in program elements for the organization; to provide back-up coverage in support of City-wide communication activities; and to perform a variety of professional and technical level tasks relative to assigned area of responsibility.

SUPERVISION RECEIVED AND EXERCISED

- Receives general direction from the Department Director; may provide support to other program managers and administrators within the Department.
- Exercises direct supervision over assigned staff.

EXAMPLES OF ESSENTIAL DUTIES - Duties may include, but are not limited to, the following:

- Recommend and assist in the development and implementation of communications and strategic planning to establish department goals and objectives; establish methods for promoting and marketing department programs and services and manage or assist in implementation as assigned; develop and implement communication and brand management strategies, policies and procedures.
- Lead communications and outreach programs from creative development through implementation; coordinate efforts with the City's Public Affairs & Communications Department.
- Develop and implement strategic and crisis communications program by compiling and evaluating information about department services and programs and determining related consumer needs and interests; monitor the department's brand, image and use of logo.

- Develop project budgets; prepare cost estimates for budget recommendations; submit justifications for equipment, supplies, services, and events; monitor and control expenditures associated with assigned projects.
- Research grant opportunities and prepare grant proposals related to community outreach or marketing functions; monitor and administer grants.
- Research, compile and prepare reports and documentation on program activities; evaluate effectiveness of communications programs and implement changes as needed; analyze program and develop corrective action, maintain records of findings and corrective actions; prepare periodic status reports; create questionnaires and write reports for public opinion surveys, focused interviews and focus groups; analyze market research to develop findings and recommendations.
- Determine and participate in the design of educational, promotional, and informational materials and methods, including graphic presentations and text copy elements of advertisements, flyers, brochures, legal notices, residential and business newsletters, annual reports, special reports, press releases, and website and social media content.
- Oversee department website materials and social media sites, ensuring the availability of current information; and update policies related to digital and electronic communications and transactions and website postings.
- Serve as media spokesperson for department and/or assist in preparing appropriate staff for media interviews; write and edit press releases and media advisories; work with other City staff, when appropriate, to facilitate response regarding emergency situations; plan and conduct press conferences and media briefings; plan and oversee a variety of outreach events, tours, facility openings, and related activities; develop related sponsorships.
- Assist in development of annual report and other various reports; work collaboratively with other divisions and outside entities to obtain information; coordinate publications and newsletters.
- Negotiate and administer contracts with vendors, media outlets, and consultants; assist with the selection and management of consultants and contractors.
- Write speeches, prepare talking points, and graphic/visual presentations for use by City Council members and management staff; make presentations to the City Council, community and business groups.
- Answer questions and provide information to the public; investigate complaints and recommend corrective action as necessary to resolve complaints.
- Represent communications function on committees, outside organizations, and at staff subcommittees as necessary; coordinate department communications activities with other City divisions and departments and outside agencies.
- Develop relationships and collaborate with all City interests, including residential, commercial and community organizations.
- Provide support or back-up coverage to City-wide communication activities.
- May attend evening or weekend meetings outside of usual working hours, as required.
- May provide technical and function supervision over lower level staff.
- Build and maintain positive working relationships with co-workers, other City employees and the public using principles of good customer service.
- Perform related duties as assigned.

MINIMUM QUALIFICATIONS

Knowledge of:

- Principles and practices of crisis communication, marketing, strategic planning, and public relations including mass media communications, ethics and community outreach.
- Principles and practices of program development, management, evaluation and administration.
- Sophisticated computer software used in desktop publishing, digital photography and graphic/visual preparation and editing functions.
- Effective public presentation methods to attract and inform various audiences.
- Social media, web design and graphic visual presentation methods.
- Principles and practices of supervision, training and personnel management.
- Principles of budget preparation, analysis and administration.
- Pertinent local, State and Federal laws, ordinances and rules.

Ability to:

- Organize, develop, and implement a comprehensive public outreach, brand and crisis communication strategies for the Department.
- On a continuous basis, know and understand all aspects of the job. Intermittently analyze work papers, reports and special projects; identify and interpret technical and numerical information; observe and problem solve operational and technical policy and procedures.
- On a continuous basis, sit at desk for long periods of time. Intermittently twist to reach equipment surrounding desk; perform simple grasping and fine manipulation; use telephone, and write or use a keyboard to communicate through written means; and lift or carry weight of 10 pounds or less.
- Interpret and explain pertinent department policies and procedures and related City policies and procedures.
- Prepare and make effective presentations to large groups.
- Take a leadership role in a wide range of settings.
- Assist in the development and monitoring of an assigned program budget.
- Develop and recommend policies and procedures related to assigned operations.
- Supervise, train and evaluate assigned personnel.
- Communicate clearly and concisely, both orally and in writing.
- Establish and maintain effective working relationships with those contacted in the course of work.

Experience and Training

Experience:

- Four years of increasingly responsible experience in public relations, communications, or program implementation, preferably for a public agency or municipality, including one year of technical and functional supervision.

Training:

- A Bachelor's degree from an accredited college or university, preferably with major course work in public relations, communications, marketing, journalism, business administration, public administration or a related field.

License or Certificate

- Possession of a California driver's license by date of appointment.
- Possession of a California Office of Emergency Services' Crisis Communication certificate is highly desirable.

SUPPLEMENTAL QUESTIONNAIRE

1. Your responses to questions 2-4, the applicant's education, training and experience, will be scored using a pre-determined formula. Your responses to these questions must be consistent with your employment application information. This experience must also be described in the "Work Experience" section of this application. Responses to the supplemental questionnaire that are inconsistent from your "Work Experience" section in the application will not be scored. I understand and agree with the above instructions.

- Yes
- No

2. Was any of the work experience listed on your application an unpaid internship, or volunteer work? If so, please list below which ones.

3. How many years of experience do you have in public relations, communications, or program implementation?

- Less than 4 years
- 4-6 Years

- 6-8 Years
- 8+ Years

4. Please identify your highest level of education and any certifications you possess.
5. Identify each of the operational areas below which you have at least one (1) year of paid public relations and communications experience:
 - economic development
 - electric utilities
 - fire departments/districts
 - labor relations
 - law enforcement
 - parks, recreation, libraries
 - planning and code enforcement
 - public works
 - water, wastewater, or solid waste utilities
 - other local government operational areas
 - State or Federal
 - private sector (other areas)
6. Provide examples of how you've managed communications involving many stakeholders, competing priorities and/or time-sensitive project/program constraints. If you don't have any examples, please put N/A.
7. Summarize your experience writing for broadcast, web, and print. If you don't have any experience, please put NA.
8. Provide three examples of your experience working in crisis communications, issues management, or public-information in emergency situations. If you don't have any examples, please put NA.

SELECTION PROCESS

All candidates meeting the minimum qualifications will have their application scored in a Formula Rate Examination. The applicant's experience and education will be evaluated using a pre-determined formula. Scores from this evaluation will determine applicant ranking and placement on the Employment List. Supplemental questions will be utilized by the department hiring authority to make interview and selection determinations. Final appointment is contingent upon a check of past employment references, passing a City-paid fingerprint check and depending on position applied for a pre-employment medical exam and a drug and alcohol screening test.

THE CITY OF ROSEVILLE IS AN EQUAL OPPORTUNITY EMPLOYER. IF YOU REQUIRE AN ACCOMMODATION DUE TO A DISABILITY, PLEASE CONTACT THE HUMAN RESOURCES DEPARTMENT AT LEAST 5 WORKING DAYS BEFORE A SCHEDULED INTERVIEW/EXAMINATION PROCESS. MEDICAL DISABILITY VERIFICATION MAY BE REQUIRED PRIOR TO ACCOMMODATION.