



City of New Albany
Position Description

Position Title
Public Information Officer

Pay Grade: 9

Department: Administration

Reports To: Chief Communications & Marketing Officer

Purpose of Position

This position performs professional, administrative and technical works under the direction of the Chief Communications & Marketing Officer to plan, develop, coordinate and execute internal and external communications programs for the city. This position will be responsible for essential writing and public information functions evident in reporting to the public and media, with a particular emphasis in various digital communications formats, including but not limited to website, videos, e-newsletter production and management, social media, and flash news briefings for smart home devices. The position has considerable interface with all levels of city staff, media, governmental organizations, special interest and civic groups, the general public, and, on occasion, with elected officials. The PIO is expected to create and foster relationships with the community and use new and emerging technology to execute communications programs.

Supervision Received

Work is performed under the general supervision of the Chief Communications and Marketing Officer.

Supervisory Responsibilities

The position does not have supervisory responsibilities.

Essential Functions

The following duties are examples of duties that would be normal for this position. These are not to be construed as exclusive or all-inclusive. Other duties may be required and assigned.

Digital Communication/Media

Serves as lead video producer on in-house productions and/or coordinates/manages outside vendors for video productions. Produces some videos of events and/or interviews without the assistance of professional consultants (for use on social media and web).

Manages city website (newalbanyohio.org) in conjunction with the Chief Communications & Marketing Officer, who serves as webmaster; updates content and creates new content; assists staff with website responsibilities for their respective departments, optimizing the city website through an integrated strategy; reviews analytics; leads efforts to coordinate compliance with federal requirements such as the ADA as necessary.

Responsible for creation and distribution of Alexa news updates (or similar types of updates).

In conjunction with Chief Communications and Marketing Officer and the city's social media consultant, develop long-term social media communications plan, including possible new social media platforms to incorporate (if any).

Public Relations

Promotes city programs, events and services; manages communications based projects such as community and/or customer service surveys, requiring coordination with consultants and multiple departments, community stakeholders, etc. Identifies newsworthy information, develops ideas and gathers necessary details to write, edit and disseminate information through media releases, news articles, speeches, presentations, speaker's points, employee communications and newsletters.

Coordinates talking points and interviews of city officials as necessary in conjunction with Chief Communications and Marketing Officer.

Monitors and responds to a wide variety of inquiries received from private citizens and public officials in other jurisdictions, including public records requests in conjunction with Chief Communications and Marketing Officer.

Develops relationships with community groups for the purpose of creating communications opportunities with targeted audiences within the community.

Anticipates and provides estimates and justification of material and equipment needed for future projects/annual budgets.

Supports Chief Communications and Marketing Officer as a member of the crisis management team.

Publications

Assists in creating annual reports, city brochures, e-newsletters, advertising copy, promotional copy, special projects and other miscellaneous publications and copy needs. Also manages graphic design, printing, video and distribution service projects with consultants.

Provides communications support as necessary and/or oversees creation, development, production, implementation, and writing adherence to the city's branding program in all city materials.

Responsible for creation of email/online customer service survey program in conjunction with Chief

Communications and Marketing Officer.

May be responsible for coordinating, writing, compiling and/or editing the City Manager Report and/or monthly department reports.

Internal Communications

Responsible for creation of internal communications programs to city staff.

Media Relations

Develops and maintains relationships that facilitate earned media pertaining to New Albany programs, projects and services.

Creates and updates information as part of a comprehensive press kit to incorporate a narrative overview of the city. Such information includes fact sheets, media advisories or releases, calendar of events, marketing materials, success stories, and executive or elected official bios/photos.

Other duties and/or projects as may be assigned.

Qualifications

Bachelor's degree from an accredited four-year college or university in Marketing, Public Relations, Communications, Journalism, English, Public Administration, or similar major course of study; and, a minimum of four years of public relations, public affairs, government, or community involvement experience; or, the equivalent of experience and/or education. On-camera experience is desired, not required.

A valid Ohio driver's license is required.

Knowledge, Skills, and Abilities

The incumbent must have the following knowledge, skills, and abilities:

- (a) Knowledge of strategic communications, marketing, public relations, and the latest communication trends
- (b) Knowledge of governmental or nonprofit operations preferred
- (c) Knowledge of infographic production preferred
- (d) Skill in verbal communication to connect with target audience
- (e) Skill in using social media for marketing, public relations and professional communications
- (f) Skill in writing to positively impact public opinion through effective writing of press releases, newspaper/magazine columns, video scripts, social media posts and talking

points

- (g) Skill in composing various types of correspondence using proper grammar, punctuation, and appropriate style
- (h) Skill in editing various forms of correspondence for a wide variety of audiences to convey appropriate facts, tone and message
- (i) Skill in media relations
- (j) Skill in using computer software such as Microsoft Office Suite, Adobe Creative Suite including Adobe InDesign and Photoshop
- (k) Skill in creating, editing and updating websites
- (l) Skill in videography/photography and video editing
- (m) Ability to coordinate projects and organize groups of people to achieve desired result
- (n) Ability to work in a fast-paced, deadline-driven environment
- (o) Ability to think analytically and independently problem solve
- (p) Ability to collaborate with team members and to manage simultaneous projects involving internal and external team members
- (q) Ability to accurately record and deliver information, meet deadlines, and maintain confidentiality of restricted information
- (r) Ability to use independent judgment, common sense, and principals of influence and rational systems in the performance of tasks
- (s) Ability to develop and maintain effective working relationships with associates, community partners, public officials, auditors, vendors and the general public
- (t) Ability to maintain personal composure and tactfully handle difficult situations and interpret questions correctly
- (u) Ability to behave in a friendly, understanding, helpful and professional manner with coworkers, supervisors and the general public
- (v) Ability to work outside normal business hours and in outdoor, inclement weather, as necessary to achieve objectives such a covering community events, parades, etc.
- (w) Ability to have regular and predictable attendance.

Summary:

The Public Information Officer is an independently motivated, creative, confident, innovative individual with well-developed speaking and writing skills and knowledge in the areas of media relations, a full range of communications technologies and methods of public relations. The Public Information Officer demonstrates proficiency in teamwork, innovation, strategic thinking and is willing to occupy a highly visible position in the community. Working closely with community groups and the general public, the Public Information Officer maintains excellent working relationships with government officials, media representatives, community leaders, and other members of the municipal team. The Public Information Officer is a forward thinking individual with a style of work that displays initiative and good judgment and has the ability to express thoughts clearly and simply. The Public Information Officer is able to function as part of a team and is open to new ideas. Extensive leeway is granted for the exercise of independent judgment and initiative.

This position description contains the essential functions for purposes of 42 USC 12101. However, it is not intended to be the only duties and responsibilities to be performed by the position incumbent. The City retains the right to modify the duties and responsibilities of this position at any time.

The City of New Albany does not unlawfully discriminate on the basis of race, color, national origin, ancestry, sex, religion, military/veteran status, age, disability, or genetic information in employment.

Created: December 2, 2014

Final: 8.7.2019