PUBLIC INFORMATION DIRECTOR
(Non-classified)

JOB CODE 06430

Effective Date: Rev. 09/09

DISTINGUISHING FEATURES OF THE CLASS:

The fundamental reason this classification exists is to direct the activities of the Public Information Office, a function of the City Manager's Office. This work includes advising City management in the development and maintenance of effective current and long-range policies, plans, and practices which affect its relations with the public; serving as a central source of information about the City and as an official channel of communication between the City and its publics; bringing to public attention, through appropriate media, significant facts, opinions, and interpretations which will serve to keep the public aware of City policies and actions; coordinating City activities which affect its relations with the general public or with special public groups; collecting and analyzing information on the changing attitudes of key public groups toward the City; maintaining effective relationships with civic, corporate, and educational organizations; and developing and participating in news conferences, special events, and other programs of public interest. The Public Information Director exercises supervision over professional staff in public information and video production. Work is evaluated on the basis of results achieved.

ESSENTIAL FUNCTIONS:

- Responsible for the City's news media relations, dealing with print and broadcast media on a local and national level;
- Supervises the design and content of the City Web site and City publications, including annual reports, informational booklets, posters, fliers, etc.;
- Manages electronic communications, such as social media and other Web sites;
- Oversees an audio-visual function which produces photographs and video/graphic presentations to external and internal audiences;
- Responsible for the City's overall graphic design program;
- Assists City leaders in articulating their programs through the use of visuals and communications instruction;
- Consults with management on a daily basis on issues affecting organizational communications and in formulating policies which will strengthen community relations;
City of Phoenix

- Serves as the strategic advisor to the City Manager and senior management on media relations;
- Works closely with City leaders, Public Information Office staff, and other government and agency Public Information Offices on crisis planning and communications;
- Administers the City's public opinion research program through contract research firms, carrying out a general community attitude survey and other department-specific surveys;
- Oversees the work of Phoenix Channel 11, the City's government access cable channel, and all video production directed toward general or targeted publics;
- Maintains regular and reliable attendance;
- Demonstrates superior seamless customer service, integrity, and commitment to innovation, efficiency, and fiscally responsible activity;
- Works more than forty hours in a workweek without additional compensation to perform assigned job duties, including weekends, evenings, early morning hours, and holidays as required.

**Required Knowledge, Skills and Abilities:**

Knowledge of:

- Principles, techniques, and objectives of public relations as applied to municipal government.
- Current English usage and journalistic styles, both print and broadcast.
- The regulations, procedures, and services of municipal departments and agencies.
- Opinion research.
- Graphic design principles, typography, and layout techniques.
- Audio-visual equipment and its uses.

Ability to:

- Compose news articles, speeches, radio and television scripts, reports, and letters.
- Perform a broad range of supervisory responsibilities over others.
- Oversee Public Information Office budget.
- Communicate orally in the English language with customers, clients, and the public in face-to-face, one-on-one settings, and in group settings.
- Produce written documents in the English language with clearly organized thoughts using proper sentence construction, punctuation, and grammar.
- Work cooperatively with others.
- Work safely without presenting a direct threat to self or others.
Comprehend and make inferences from written material in the English language.

Additional Requirements:

- Some positions require the use of personal or City vehicles on City business. Individuals must be physically capable of operating the vehicles safely, possess a valid driver’s license and have an acceptable driving record. Use of a personal vehicle for City business will be prohibited if the employee is not authorized to drive a City vehicle or if the employee does not have personal insurance coverage.
- Performs other essential or marginal functions as assigned.

ACCEPTABLE EXPERIENCE AND TRAINING:

Five years of management experience in directing a major public information program and supervision of professional journalism, public relations, or marketing staff, and a bachelor's degree in public relations, journalism, marketing, or a related field. Other combinations of experience and education that meet the minimum requirements may be substituted.