



Public Information Officer

Definition

The Public Information Officer is responsible for citywide public communications and legislative affairs. The position works closely with executive leadership to accomplish successful implementation and progress toward City Council and organizational goals. The Public Information Officer plans and organizes public communications activities and operations including media relations, community relations, crisis management, branding, and internal communications programs. Working with other departments and outside agencies, the position provides highly responsible and complex administrative consultation.

This position requires a highly collaborative approach in facilitating positive outcomes through effective leadership, influence, credibility, experience and expertise in all the strategic and operational aspects of public affairs within Cupertino.

Typical Job Functions

Management reserves the right to add, modify, change or rescind the work assignments of different positions and to make reasonable accommodations so that qualified employees can perform the essential functions of the job.

Lead and participate in the development of the Public Communications work plan; manage projects and programs; monitor work flow; review and evaluate work products, methods and procedures.

Act as principal City spokesperson with media representatives; manage media and community relations, publications.

Develop, write, edit, design and produce newsletters, website content, brochures, fact sheets, press releases, and presentations to create public awareness of City activities and events.

Coordinates annual State-of-the-City-Address, press conferences, and other community events.

Coordinate activities with other departments and outside agencies; provide staff assistance to the City Manager and City Council; prepare and present staff reports and other correspondence.

Identify and cultivate strategic alliances with governmental and non-governmental organizations.

Build consensus for enterprise solutions by promoting ideas persuasively, working through organizational conflict, and shaping stakeholder opinions.

Set key milestones and program accountability for meeting organizational objectives.

May direct other professional and/or technical staff.

Perform related duties as assigned.

Qualifications

Knowledge of:

Principles and practices of communications and public information, including media relations relative to public agencies.

Various forms of mass media including, print television, radio, Internet and social media.

Consensus building, active listening, strategic planning, and performance measurement.

Pertinent local, State and Federal laws, rules and regulations.

Organizational and management practices as applied to policy and program development.

Principles of supervision, training and performance evaluation.

Ability to:

Establish and maintain effective working relationships with staff, elected officials, residents, interest groups, legislators and other governmental officials; communicate technical information including complex rules, regulations, legislation, and laws in a manner that is appropriate for the intended audience.

Prepare and present clear, concise, and accurate oral and written reports, statements, and presentations.

Work in a team-based environment to achieve common goals.

Develop and implement City policies and procedures, translating strategy into integrated implementation.

Analyze problems, identify alternative solutions, project consequences of proposed actions and implement recommendations in support of goals.

Lead, supervise, train and evaluate staff.

On a continuous basis, sit at a desk and in meetings for long periods of time. Intermittently, twist to reach equipment surrounding desk; perform simple grasping and fine manipulation; use telephone, and communicate through written means; and lift or carry weight of 25 pounds or less.

Education and Experience

Any combination of experience and training that would provide the required knowledge and abilities is qualifying.

Bachelor's degree from an accredited college/university with major emphasis in public administration, journalism, mass media communications, marketing, public relations or a related field; and three years of increasingly responsible experience in journalism, mass media communications, public relations or public information services, including direct work with elected/appointed officials and media representatives.

Licenses and Certifications

This classification requires the ability to travel independently within and outside City limits and possession of a valid Class C California driver's license.

FLSA: Exempt
Est. 8/1996
Rev. 5/2016