

- **CITY OF COLUMBIA, TN**
- **JOB POSTING NOTICE**

- **JOB TITLE: PUBLIC INFORMATION OFFICER**
 - **DEPARTMENT: TOURISM**
 - **EXEMPT: YES**
 - **FULL TIME: YES**
 - **GRADE H (YEARLY ANNUAL PAY: \$50,835.00)**
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JOB SUMMARY: Disseminates information to the general public and employees. This is accomplished by gathering and channeling information for distribution externally through websites, digital media, social-media, print articles, blogs and press releases, as well as producing internal and external marketing and communication/marketing materials; Special Event marketing and communications, updating website content, facilitating internal and external audience presentations. Other duties include assisting with graphic design materials, writing and producing short format videos and serving on committees.

ESSENTIAL FUNCTIONS:

- Works with the media by writing press releases, social media posts, responds to requests, coordinates and develops story ideas, and works with departments;
- Develops, implements and maintains effective communications for external media including industry publications and other feature print and online communication outlets;
- Maintains employee engagement by producing electronic communications, maintaining content on city websites, photographing City events;
- Completes public relations activities by designing and editing internal and external communications, producing and writing videos, consulting for departments, and assisting with special projects;
- Produces graphic design which includes planning, developing, and implementing a variety of information for programs or materials for use by employees and the general public;
- Responds to queries from residents, City Council, employees, news media and stakeholders;
- Meets with interested parties to market City programs and services;
- Attends neighborhood meetings, community events, school groups, church groups, club meetings, etc.;
- Maintains the department/division website, develops and produces information using web technology; writing and designing pages for the website to keep it up-to-date, interesting, and interactive and maintains the website content to City specifications and design standards.
- Monitors inventory, and orders or purchases supplies as needed. Acts as custodian for all special public event/education equipment, and requests maintenance as needed.
- Shoots photographs for assigned area publications and archives. Operates/uses desktop publishing to provide design services. Meets scheduling and attendance requirements.
- Responds to citizens, news media, etc., seeking information;
- Designs, writes, and edits a variety of printed material including: brochures, flyers, newsletters, press releases, reports, community notification letters, program policies, proposals, and other marketing and promotional materials in order to provide assigned area information;
- Prepares written correspondence for the Mayor, City Manager, and other management personnel regarding assigned area issues and situations;
- Enters data or information into a PC. Prepares and updates schedules, graphs, charts, or props for displays and presentations.
- Prepares and delivers effective oral presentations.

SECONDARY FUNCTIONS: Performs other related duties as required.

SUPERVISORY FUNCTIONS: None

MINIMUM QUALIFICATIONS:

KNOWLEDGE, SKILLS:

Knowledge of:

- The general theories and complex principles and practices of public relations, public information, marketing, and basic communication techniques;
- Advertising and publicity techniques and practices;
- Printing techniques and style guidelines for writing press releases and publications; techniques of publication preparation, and design of brochures, displays, and visual aids;
- English language usage and terminology used by various media; HTML and website production; project management, and research methods and techniques; and principles and practices of composing and editing informational material.

Skill in:

- Effectively communicating with the general public;
- Making oral presentations; organizing a program or major event; and
- Producing graphic designs, brochures, and other materials for training programs or public presentations.

Ability to:

- Establish and maintain effective working relationships with coworkers, City management, business owners, contractors, media personnel, citizens, and the general public;
- Develop marketing and promotional materials;
- Write creatively to ensure audience interest; present information clearly and in an interesting manner, both verbally and in writing to various audiences;
- Work with other City divisions and departments as needed to complement outreach programs of various departments;
- Develop educational materials for a variety of audiences (examples: pamphlets, posters, coloring books, public service announcements, etc.); attend neighborhood meetings, community events, school groups, church groups, etc., to promote assigned area of responsibility;
- Provide expertise/consultation on joint projects outside the City of Columbia with other municipalities, national organizations, and associations;
- Oversee the division website;
- Interact tactfully and courteously with the public;
- Operate computerized informational databases for tracking programs and related information;
- Keep accurate records and prepare reports and effectively handle comments and feedback for the public.

Job Requirements

Please note: the minimum qualifications stated below are a guide for determining the education, training, experience, special skills, and/or license which may be required for employment in the class. These are re-evaluated each time the position is opened for recruitment. Please refer to the most recent Job Announcement for updated minimum qualifications.

CERTIFICATIONS, LICENSES, REGISTRATIONS:

Valid Tennessee Driver's License

REQUIRED EDUCATION/OR EXPERIENCE:

Education

Bachelor's Degree in journalism, public relations, marketing or related field. A minimum of three (3) years' experience in communications and or marketing is required.

Any equivalent combination of training and experience that provides the required knowledge, skills and abilities, is qualifying.

PHYSICAL CONDITIONS: Operates a motor vehicle requiring a standard Tennessee Driver's License to travel to various locations to give presentations and attend meetings. Operates a variety of standard office equipment including: a personal computer (PC), calculator, facsimile machine, copier, and voice mail. Operates various audio-visual (AV) equipment and screens for presentations. Prepares boxes/bundles of forms, mail, pamphlets, and newsletters for distribution and mailing. Moves equipment and materials using a handcart/dolly. Stands for extended periods of time to make presentations.

WORKING CONDITIONS:

Position is typically office or administrative work and is not substantially exposed to adverse environmental conditions.