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| FLSA STATUS | Exempt | CIVIL SERVICE | Yes |
| UNION | No | TELECOMMUTE ELIGIBLE | Yes |
| DEPARTMENT | Administration | DEPARTMENT NUMBER | 610 |
| REPORTS TO (TITLE) | City Administrator | JOB FAMILY | Administration |
| PAY GRADE | 7 | DATE OF LAST REVIEW | June 2024 |

| NATURE OF WORK |
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| <p>The Public Information Officer’s primary duties will be to provide accurate, timely information to the public through the use of relevant mediums to better highlight the City’s goals, policies, programs, services and projects. This role will also serve as a first contact to the public while interacting with City Hall via telephone, e-mail, and/or social media. This position may be required to work evenings, weekends or holidays as required by events within the City.</p> <p>This position requires the ability to handle and maintain the confidentiality of sensitive information with the utmost discretion and professionalism.</p> |

| DUTIES / RESPONSIBILITIES <i>(These are the highlighted responsibilities of the position. An employee in this position may also be required to perform other related duties as assigned.)</i> | |
|---|---|
| 1. | Provides a comprehensive media relations program for the purpose of educating the public and maintaining a positive public image for the City of Ottumwa; |
| 2. | Serves as a liaison between the administration department, other City departments, and outside agencies and organizations; Assists with the development and implementation of departmental communications strategies and plans; |
| 3. | Serves as primary point of contact for all media inquiries, including on-scene interviews and press releases; Leads the coordination of press conferences as deemed appropriate; |
| 4. | Assists with oversight of the City of Ottumwa website pages, social media presence, and other communications-related programs; Markets the City of Ottumwa through the city website and social media channels. Monitors and responds appropriately to social media comments and messages; |
| 5. | Writes and distributes press releases, advisories, newsletters and announcements in conjunction with city departments; |
| 6. | Researches, develops and disseminates electronic and printed publications, press releases, photographic materials, feature articles, videos, public service announcements, promotional materials, and other forms of communications to local media and the public to increase community awareness of City activities, services, and programs; |
| 7. | Records and posts video content for meetings of the city council and associated committees and commissions. |

| FUNCTIONAL SPECIFIC RESPONSIBILITIES MIGHT INCLUDE: |
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| N/A |

SUPERVISORY RESPONSIBILITIES

Does not officially supervise other employees

TRAINING/EDUCATION AND EXPERIENCE REQUIREMENTS

Associates degree in Marketing, Communication, Journalism, Business or related field

AND

Three (3) years of experience in marketing or communications

OR

An equivalent combination of education/training and experiences which provide the required knowledge, skills, and abilities.

Bachelor's Degree preferred

LICENSING / SPECIAL REQUIREMENTS

Valid driver's license

SKILL / ABILITIES REQUIREMENTS

- Ability to communicate orally and in writing with City personnel, citizens and outside entities
- Strong writing and editing skills for various mediums including social media, press releases and website content
- Experience in the technical aspects of multimedia production, such as producing audio interviews, podcasts and broadcast programs, filming and editing short news video pieces is preferred
- Knowledge of digital analytic tools to measure the effectiveness of online communication strategies, track web traffic, and improve web analytics metrics
- Communication, interpersonal skills as applied to interaction with coworkers, supervisor, the general public, etc. sufficient to exchange or convey information and to give and receive work direction;
- Ability to use computers and relevant software (ex.: Microsoft Office). Requires frequent use of Microsoft Office Suite (Word, Excel, and Outlook).

PHYSICAL REQUIREMENTS

Positions in this class typically require: balancing, stooping, kneeling, crouching, crawling, reaching, standing, walking, pushing, pulling, lifting, fingering, grasping, feeling, talking, hearing, seeing and repetitive motions.

Sedentary Work: Exerting up to 10 pounds of force occasionally and/or a negligible amount of force frequently or constantly to lift, carry, push, pull or otherwise move objects. Sitting most of the time. Walking and standing are required only occasionally.

WORKING ENVIRONMENT / CONDITIONS

The working environment / conditions for this position may include:

- Atmospheric Conditions (fumes, odors, dusts, gases, poor ventilation, etc.)
- Driving / Travel
- Ability to work outdoors including adaptability to reasonable cold and warm weather, extreme temperatures, precipitation and various levels of light.

| POSITION ASSESSMENTS |
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| <p>Cognitive</p> <ul style="list-style-type: none"> Criteria Cognitive Aptitude Test <p>Skills</p> <ul style="list-style-type: none"> Public Information officer assessment <p>Personality</p> <ul style="list-style-type: none"> Employee Personality Profile Emotify Customer Service Aptitude Profile <p>Interview</p> |

| CLASSIFICATION HISTORY | |
|------------------------|---|
| DATE | COMMENT |
| August 2023 | Draft prepared by AS |
| December 2023 | Updated as per current Job Description by BC |
| June 2024 | Updated from feedback from City Administrator by BC |

| EEOC |
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| <p><i>The City of Ottumwa is an Equal Opportunity Employer. In compliance with applicable state and federal law, the City will provide reasonable accommodations to qualified individuals with disabilities and encourages both prospective and current employees to discuss potential accommodations with the City.</i></p> |

| ACKNOWLEDGEMENT | |
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| I have read the job description and can perform the essential functions of the job either with or without a reasonable accommodation. | |
| | |
| Date | Signature |

NOTE

The above position description is intended to represent only the key areas of responsibilities; specific position assignments will vary depending on the business needs of the department.