



PUBLIC INFORMATION OFFICER

Purpose:

To actively support and uphold the city's stated mission and values. To contribute to the fulfillment of the city's communication goals and objectives. To perform a variety of professional work involving media relations, marketing, community outreach, social media, special programs and other communication strategies for the city as a whole and/or within assigned city departments/offices/divisions.

Supervision Received and Exercised:

Receives direct supervision from the Communication and Media Relations Manager.

May provide functional and technical direction as needed.

Essential Functions:

Duties may include, but are not limited to, the following:

- Work toward fulfillment of goals and objectives devised by the Communication and Media Relations Division (CMR). Work collaboratively among all members of the division to position city programs, events and issues, and market the city as a whole. This includes, but is not limited to, serving a shared role in promoting the City of Tempe at community events or activities that may occur outside of typical operating hours.
- Conceptualize and execute comprehensive communication plans for programs, events and issues, using a variety of tools, including media relations, printed materials, videos, social media, online resources, events and more. Among others, this could include functions like: writing press releases, newsletter articles, editorials and scripts; co-producing Tempe 11 videos; pitching stories to local, trade and national media; coordinating interviews with city spokespeople and participating in media interviews; and coordinating advertising opportunities.
- Collaborate with CMR division staff, internal city clients and external communication partners to plan and execute creative approaches to communication needs through the production of ads, themes, collateral, promotional items, social media and website content.

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- Work independently and in conjunction with other members of the CMR Division to regularly review pages, designs and features of the website to ensure they are accurate, consistent, interactive, easily navigable, visually appealing, and that they reflect a positive image of Tempe.
- Work with community organizations and stakeholders, depending on assignment, including the business community, Arizona State University, school districts, Tempe Chamber of Commerce, Tempe Convention and Visitors Bureau, Downtown Tempe Community, Regional Public Transportation Authority / Valley Metro, Maricopa Association of Governments, Arizona Parks and Recreation Association, National Recreation and Parks Association, or state and federal agencies to coordinate marketing and public information efforts.
- Counsel elected officials and city staff members in the management of issues and in the communication of programs, policies, events and more.
- Ensure the dissemination of accurate and timely information to the public during emergencies.
- Perform other duties related to the core functions of this position.

Minimum Qualifications:

Experience:

Three years of professional-level experience in the areas of marketing, communications, public relations or journalism. Experience with a government agency is desirable.

Education:

Bachelor's degree from an accredited college or university with major course work in marketing, public relations, communications, journalism, advertising, public administration, or a degree related to the core functions of this position.

Licenses/Certifications:

Must possess and maintain a valid driver's license.

Examples of Physical and/or Mental Activities:

(Pending)

Competencies:

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<http://www.tempe.gov/home/showdocument?id=26274>

Job Code: 297

Status: Exempt / Classified