

City of Mason
Employment Opportunity
For
Public Information Office Coordinator

Hiring Range:	\$37,960 - \$46,140	Classification:	Classified
Reports To:	Public Information Officer	FLSA:	Non-Exempt
Posted:	March 4, 2022	Department:	Administration
Working Hours:	40 hrs. Per week	Status:	Full-Time

General Statement of Duties and Distinguishing Features of Class

Under the direction of the Public Information Officer, the Public Information Office Coordinator is responsible for assisting with the implementation of an integrated marketing communications strategy, with a particular focus on public relations. This includes but not limited to graphic design, public relations, advertising and promotion of the City's programs, services, events and facilities. This position is responsible for the overall design promotion of programs, events and services offered by the City of Mason. The Public Information Office Coordinator performs professional staff duties involving the collection, preparation, and/or analysis of public information to and for citizens, customers, the media and employees.

This is an important public relations professional position involving the responsibility for effectively informing the public of City governmental activities in a simplified manner. The employee works independently on assigned projects and receives general supervision and administrative direction from the Public Information Officer. The incumbent serves as a liaison, working effectively with department heads and employees to promote the interests of City of Mason.

This is a public service job based in trust, credibility, and competency. It is a critical requirement of this position that the incumbent displays the desire and ability to perform and behave (on duty, as well as off duty) in a manner that does not damage or endanger the loss of trust with the public, co-workers, and other public safety forces. Candidate must meet the following qualifications and requirements at time of appointment.

Examples of Work (Illustrative Only)

- Write, edit and distribute timely, proactive publications and related public information materials.
- Write and edit website and social media content and post on website and social media sites.
- Coordinate the preparation, layout, production and distribution of printed and electronic publications.
- Identify creative and effective promotion and publicity strategies to increase attendance and participation in City events and programs.
- Maintain open line of communications with the various City Departments to efficiently coordinate the department's publicity efforts.
- Attend City sponsored programs and events to assist with on-site coordination of information, promotions, etc., as requested..
- Writes news releases, public service announcements, media notifications and other materials.
- Photographs special City events, groundbreakings, news conferences, dedications and grand openings.
- Develops and maintains a system to track production of printed and audio-visual communication projects.
- Helps in long-range planning and devising of strategies to promote City services and resources.

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- Performs research as assigned and prepares written reports.
- Assist in analyzing quantitative and qualitative data collection using appropriate statistical procedures and prepares comprehensive reports.
- Participates in special projects as requested.
- Extensive knowledge of writing, editing and printing techniques required to prepare a variety of publications.
- Extensive knowledge of English grammar and composition.
- Ability to present ideas concisely and effectively, both orally and in writing.
- Excellent customer service skills.
- Proven public speaking skills.
- Ability to work with a high degree of independence and to meet deadlines.
- Good organizational skills; good judgment.
- Ability to establish and maintain relationships with the media and with City agencies.
- Knowledge of modern principles and practices of public relations as applied to local government.
- Considerable knowledge of the principles and practices of public administration and public affairs; especially as applied to local/City government.
- Ability to establish and maintain good working relationships with co-workers, elected and appointed officials, the media and City agencies.
- Upholds the policies and procedures of the City of Mason.
- Perform related duties and responsibilities as required.

Training/Education Qualification:

- Possession of an associate's degree in marketing, graphic design or a closely related field;
- Substantial experience with word processing, desktop publishing and graphic art computer applications such as Adobe Illustrator, Photoshop, and Adobe Premiere.
- Proven experience in marketing and graphic design; OR,
- Any equivalent combination of experience and training which provides the required knowledge, skills and abilities.
- Proficient on computers and software programs.

Physical Requirements:

- Able to sit for extended periods of time working on keyboarding activities, entering data, creating documents, etc.
- Lift up to 25 lbs. of materials independently.
- Normal visual acuity to see objects up close or at a distance, with or without correction, or with or without reasonable accommodation.
- Auditory acuity to hear pagers, cell phones, telephones, etc. with or without reasonable accommodation.
- Manual dexterity to perform clerical tasks such as filing, keyboarding, etc.
- Ability to mentally handle associated tasks, problems, solutions, and all other mental tasks associated with positions of this nature.
- Communicate professionally in-person, in writing, and other mediums.

I understand this position is a position at will, and nothing in this job description and no oral statements made to me in connection with this job description can be construed as a contract of employment.