

## **Public Information Technician**

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### **DEFINITION**

This is complex technical support work within a public relations environment. Incumbents are responsible for implementing and administering a variety of programs and procedures in order to meet the specific departmental or corporate needs as determined by the particular working area. Some positions are heavily involved in multi-media conception and production activities, while others are oriented towards direct public contact functions.

Employees of this class are employed within production services sections or general public relations office settings in either the Corporate Communication Office or separate public relations offices throughout the City. Incumbents utilize a variety of skills including electronic document preparation, photography, public speaking, and composition of written materials.

Employees in this class will implement media plans developed by the media coordinator, work with the communications media, purchase and place legal advertising and coordinate civic photo requirements.

Incumbents work independently within established guidelines and procedures, under the supervision of a superior such as a Public Information Officer. In most environments, a considerable latitude is given in meeting the support commitments of the Unit and Technicians frequently work as a team on large scale Public Relations projects.

### **TYPICAL DUTIES\***

Assists with the administration of Public Relations activities and programs, both ongoing and special purpose, in order to meet the needs of the department and City.

Uses creativity, design and technical skills to conceive, refine, and produce high-quality promotional and related printed media and materials, including but not limited to forms, -brochures, flyers, reports, and other related documents.

Operates a variety of sophisticated electronic-document composition computer-hardware and associated peripherals and software in order to design, modify, and finalize completed product.

Implements media plans developed by a media coordinator or Public Information Officer, which will include liaison with communications media, completing necessary paperwork, purchase orders, etc. and verifying placement of ads.

Purchases and places at civic legal advertising; verifies placements by obtaining and filing tear sheets and proofs corrects all legal ads.

Meets with media representatives to assess new opportunities and techniques, and types of advertising, media packages and related materials and services.

Coordinates civic photo requirements for special events, historical documentation; maintains Corporate Communications photo files.

Operates computer hardware/software, photography, audio and video, and related equipment as required.

Performs related duties as required.

**KNOWLEDGE, ABILITIES AND SKILLS**

Considerable knowledge and skill in the operation of electronic document composition hardware and software and knowledge of communications media requirements (radio, television, print media, etc.) and related fields of printing, photography, video, multi-media, and graphic design.

Skill in the effective use of conceptual and design techniques to meet the needs of the area.

Knowledge of current civic policies, operations and activities.

Some knowledge of public relations principles and techniques.

Ability and confidence to-deal effectively with the public, civic employees, City Council, City Manager, Mayor's Office staff and visiting dignitaries.

Ability to establish and maintain effective working relationships and to function within a team environment as required by assignments.

Knowledge of advertising principles and media buying.

Knowledge of legal requirements related to civic advertising.

**TRAINING AND EXPERIENCE REQUIREMENTS****Job Level**

Graduation from a recognized community college in an advertising, graphics design, public relations or communications related program; supplemented with a minimum of one (1) year of experience in a position related to public relations operations with specialization in print, radio and/or television advertising.

*\* This is a class specification and not an individualized job description. A class specification represents and defines the general character, scope of duties and responsibilities of all positions within a specific job classification. It is not intended to describe nor does it necessarily list the essential job functions for a specific position in a classification. Positions may perform some of the duties listed above but this does not necessarily qualify for placement into this classification.*

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Salary Plan	<u>21M</u>	<u>21A</u>	<u>21B</u>	<u>21C</u>
Job Code	0493		0494	
Last Updated:	1994-03			
Previous Updates:	1986-06, 1985-08, 1982-09, 1982-02, 1981-05			
Originated:	1976-12			