

## **Public Information Officer I**

---

### **DEFINITION**

This is a professional level public information position assigned to a section of the Communications Branch office or to a department. This position is responsible for assisting with public relations programs and projects.

Working under the direction of a more senior Public Information Officer, incumbents are responsible for carrying out basic public relations duties and projects within defined guidelines and limits. Work involves general writing, administration of co-ordinated advertising or production programs, providing assistance with the production and dissemination of a wide variety of information in a variety of medias, public relations and communications projects and special events.

Leadhand duties may be exercised over clerical or technical staff, or students, if required, for completion of assigned projects. Initially work is subject to review and check by a professional supervisor, but once experience is gained, incumbents are expected to perform with increasing independence.

The difference between this class and the Public Information Technician is the greater complexity and the higher level of responsibility of the work performed, the education and experience required, and the impact of decisions.

### **TYPICAL DUTIES \***

Assists senior staff in implementing total department public relations program; involves full range of public relations activities and projects.

Facilitate production of communication material (e.g. print, posters, leaflets, brochures, annual reports, audio-visual presentations, gifts, promotional items, etc.). Work involves acting as a consultant to client departments, liaison with appropriate suppliers and the advertising and creative services section to ensure end product meets objectives and specifications, is delivered on time and within budget.

Assist senior staff with co-ordination and administration of special events.

Drafts copy for news releases, brochures, booklets, Mayor's messages, proclamations and other general writing assignments.

Drafts audio-visual and power point presentation scripts and rough artwork for slides from reports and studies, works with external suppliers on co-ordination of professional level audio-visual presentations; trains department personnel in the use of audio-visual equipment provides audio-visual support for presentations to Council and other groups.

Provides basic graphic design and layout services to clients, or arranges for work to be done through external vendors.

Drafts background papers on all aspects of civic operations and departments; arranges bookings; administers program.

Administers City Hall tour programs; trains part-time student guides; arranges bookings; conducts tours as required.

Administers co-ordinated advertising program; advises departments on request; prepares rough layouts; checks invoices and processes for payment, provides liaison with ad agencies.

### **KNOWLEDGE, ABILITIES AND SKILLS**

- Knowledge of public relations principles and techniques.
- Knowledge of photography, photo equipment, audio-visual equipment, computer hardware and software.
- General knowledge of allied fields of advertising, news media, publication, graphic design, printing and audio-visual.
- Proven written and verbal communication ability.
- Ability to establish and maintain effective working relationship with personnel at all levels of civic service, outside agencies and organisations.
- Basic administrative skills.

### **TRAINING AND EXPERIENCE REQUIREMENTS**

#### **Job Level**

Graduation from a two (2) year community college or technical institute program with course work related to the public relations field, supplemented by a minimum of two (2) years' experience in a designated public relations, public affairs or public information position.

**NOTE:** Public Information Officer I position in the Communications Branch office or a department requires a public relations generalist. Public Information Officer I position in Advertising and Creative Services or Council Services requires specialist background in advertising, graphic design, production, writing, etc.

\* *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.*

PUBLIC\_INFORMATION\_OFFICER\_I\_2013.DOC

Salary Plan	21M	21A	21B	21C
Job Code	0495		0496	
Grade	017		019	
Last Updated:	2012-11			
Previous Updates:	2003-07			
Originated:	1976-12			