

Public Information Officer III

DEFINITION

This is the senior level public information position assigned to specialized duties in the Communications Branch office, to major projects or the senior public information officer responsible for all communications activities in a Department or Office.

Employees in this classification are involved in all areas of communications work, including preparation of communication strategies, annual programs and budget. The work performed includes co-ordination of all information disbursements and related departmental programs. The nature of the work requires employees to exercise judgement and initiative, when strategically planning departmental communications activities. The nature of the work generally results in a high public profile and significant volumes and varieties of media relations or other public information programs.

Supervision may be exercised over Public Information Officers or other staff. Incumbents work under general direction in a matrix reporting relationship and are operationally responsible to the General Manager, and other designates, of the appropriate Department, with a functional responsibility to the Chief Communications Officer.

Work of this class is distinguished from that of the Public Information Officer II class in that incumbents are responsible for all public relations activities in a Department or Office; an advanced level of major project management and support, report through a matrix to a General Manager, and other designates, and in many instances work independently of supervision in field offices.

TYPICAL DUTIES *

Acts as the communications advisor to a General Manager and/or senior management. Conceptually integrates potentially conflicting managerial requirements in order to provide appropriate counsel and advice.

Prepares the annual department communications plan, program and budget in support of approved business plans; after approval, implements communications plan and programs and administers budget.

Co-ordinates all aspects of Department communications programs including advertising, publications, audio-visuals, media relations, employee information and community relations; ensures production of advertising and publications and audio-visuals are co-ordinated through the Advertising and Creative Services section of the Communications Branch office.

Supervises other branch staff, as required; participates in hiring, discipline and performance management and is responsible for evaluations, work scheduling and decisions on increments. Acts as primary department contact for the news media and, in conjunction with subject matter experts, acts as spokesperson for the Department. Prepares news releases, statements, feature and technical articles, arranges news conferences, interviews and media appearances for management.

Evaluates and adjusts the Department's communication plan on a continuing and comprehensive basis.

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Drafts or edits the Department's annual report; after approval, co-ordinates publication through the Communications Branch office.

Organizes and co-ordinates Department special events.

Lead and co-ordinate major projects initiated by Corporate Leadership or City Council.

May be assigned in a senior capacity in the Communications Branch office.

KNOWLEDGE, ABILITIES AND SKILLS

- Extensive knowledge of requirements of marketing and mass communication media and considerable background knowledge of associated fields, such as advertising, printing, graphics and audio-visual.
- Extensive knowledge of communications principles, techniques and practices.
- Extensive knowledge of communications planning principles, techniques and practices.
- Extensive knowledge of project management methodologies and tools.
- Considerable knowledge of the corporation's business planning cycle and processes.
- Excellent written and verbal communication skills.
- Ability to plan, coordinate and supervise the work of subordinates, as required.
- Knowledge of common office administrative procedures and techniques.

TRAINING AND EXPERIENCE REQUIREMENTS

Job Level

University graduation in a communications, public relations or related field, supplemented by a minimum of four (4) years progressively responsible experience in a designated public relations, public affairs or public information position with at least two (2) years' communications experience in a similar organization.

-or-

Diploma in a communications, public relations or related field, supplemented by a minimum of six (6) years progressively responsible experience in a designated public relations, public affairs or public information position with at least two (2) years' communications experience in a similar organization.

* *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	0499		0500	
Grade	045		031	
Last Updated:	2012-11			
Previous Updates:	2007-04			
Originated:	1982-02			