

Public Information Officer II

DEFINITION

This is technically self-sufficient professional level public information work. Employees are assigned to expert level duties in the Communications Branch office, or as Department-based Public Information Officers responsible for communication activities of a Branch, specific communications programs and/or specific projects for a Department.

Employees in the classification are involved in all areas of technical and professional communications work, including preparation of communication strategies, annual programs and project budgets. The work performed includes co-ordination of all information disbursements, information or advertising programs, audio-visual (a/v) programs, employee communications and community information.

The nature of the work requires employees to exercise initiative and judgement in strategically planning the co-ordination and control of branch, or departmental public relations programs and/or projects. The result of this work is a high public profile for the branch, department or corporation.

The type of departmental work assigned involves a significant range of projects and a variety of public information activities at any one time.

Incumbents perform with general supervision and are functionally responsible to a senior public information officer or a Director within the Communications Branch.

Work of this class is distinguished from that of the Public Information Officer I class in that incumbents are responsible for total branch activities, complete projects, and/or programs that impact an entire department.

TYPICAL DUTIES *

a) Department/Office Public Information Officer

- act as a communications advisor to a Branch Manager and/or senior management.
- co-ordinate all aspects of a communications program/project including advertising, publications, audiovisuals, media relations, employee information and community relations.
- ensure production of advertising and publications and audio-visuals are co-ordinated through the Agency Services Team of the Communications Branch office.
- prepare branch or section communications plan, program or budget. After approval implements plan and programs and administers budget. Evaluates plans on an ongoing basis.
- act as program/project/branch contact for news media; acts as spokesperson for program/project; prepares news releases, statements, feature and technical articles, arranges news conferences, interviews and media appearances for management.
- draft or edits branch/department's annual reports; after approval, co-ordinates publication through Agency Services Team of Communications Branch office.
- organize and co-ordinates department special events.
- may act in senior capacity in Communications Branch office, when required; assists Communications Branch office staff during emergencies.

b) Website Editor

- report to the Communication Services Director; co-ordinates and is responsible for overall co-ordination and production of City Website on a regular basis, as determined by the approved budget.

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- write or edits for Website, including photo and photo-stories; develops and maintains network of department representatives.
- maintain and liaises with network of web contributors across the corporation.

c) Production Co-ordinator

- report to the Communication Services Director and is responsible for project supervision and procurement of print materials, speciality items and other production work, on time and within budget, for all civic public relations programs and, where appropriate, may provide similar support to City marketing units in major departments.
- provide advice on design, layout, production methods for all manner of print and production projects.

d) Media Co-ordinator

- reports to the Communication Services Director and is responsible for planning, developing, administering, verifying and summarizing the placement of all civic radio, TV, print and outdoor advertising, including Trans Ad; and administration of civic photography and audio-visual needs.
- provide advice to clients regarding effective media purchases
- negotiate annual purchase contracts with media outlets.

KNOWLEDGE, ABILITIES AND SKILLS

- Extensive knowledge of requirements of mass communication media; and considerable background knowledge of allied 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.
- Excellent written and verbal communications skills.
- Knowledge of common office administrative procedures and techniques.
- Knowledge of supervisory practices and techniques.

TRAINING AND EXPERIENCE REQUIREMENTS

Job Level

University graduation in a communications, public relations or related field, supplemented by a minimum of two (2) years progressively responsible experience in a designated public relations, public affairs or public information position.

-or-

Diploma 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.

* *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	0497		0498	
Grade	044		028	

Last Updated:	2012-11
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