



## Town of Danville

### PUBLIC INFORMATION OFFICER

#### **DEFINITION**

Develop and manage a variety of materials, activities, and public relations strategies to enhance the Town's communication with Danville residents, businesses, and customers. Incumbent will maintain a social media presence to provide the media with timely and accurate information in matters of public interest and to provide a positive organizational image.

#### **SUPERVISION RECEIVED AND EXERCISED**

Receives direction from the Administrative Services Director. This position does not exercise supervision of others.

#### **ESSENTIAL JOB DUTIES**

Essential duties may include, but are not limited to the following:

- Develop and monitor the Town's website content to ensure information is relevant and timely.
- Provide frequent programmatic and Capital Improvement Program (CIP) project updates of interest to residents through press releases, website updates, and other appropriate communication methods.
- Coordinate Town media relations efforts; monitor the Town's online presence.
- Develop information, educational, and outreach materials and activities.
- Utilize and coordinate approved social media methods to communicate with residents and customers.
- Compose and edit Town's newsletter and Annual Report content; four (4) publications per year.
- Assist with the preparation and coordination of various periodic and annual Town reports.
- Receive project and/or issue direction from Town Manager, as needed.
- Provide technical guidance to Town departments regarding interaction with the media and effective marketing strategies.
- Photograph Town programs, events and CIP projects and attend public meetings, as needed; serve on Town-wide committees and ad hoc project assignments.
- Perform duties within OSHA standards and other duties as assigned.

#### **QUALIFICATIONS**

##### Knowledge of:

- Correct English usage, spelling, grammar and punctuation.
- Modern office methods, procedures, organization and equipment including automation hardware and software.

- Internet skills including use of social media

Ability to:

- Work independently and efficiently with minimal supervision.
- Communicate effectively in both verbal and written form.
- Establish and maintain effective working relationships with employees and the public.
- Develop project work plans and schedules; determine priorities to meet assigned deadlines.
- Capture action-oriented photos of programs and projects.
- Work a flexible schedule, including evenings and weekends, as needed.

**EXPERIENCE AND EDUCATION**

Any combination of experience and education that would likely provide the required knowledge and abilities is qualifying. A typical way to obtain the knowledge and abilities would be:

Experience:

A minimum of three (3) years of communications, public relations, or marketing work.

Education:

Equivalent to completion of an Associate's Degree and/or advanced experience in communications, public relations, or marketing. A Bachelor's degree is desirable.

**LICENSE(S) AND CERTIFICATION(S)**

Possession of a valid California State Driver's License, or license in another state with the ability to obtain a California license within 30 days of hire.

Updated: June 2019