

City of San José
CLASS SPECIFICATION

TITLE: Public Information Representative I/II (4231/4234)
Public Information Representative I/II (PT) (4233/4235)

DEPARTMENT	ACCOUNTABLE TO	FLSA STATUS
Varies	Varies	Non-Exempt

CLASS SUMMARY

Under direction, develops, implements, and supervises significant or complex public information, community engagement, marketing and promotion, and public education activities in support of City programs, projects, facilities, and departments.

DISTINGUISHING CHARACTERISTICS

The Public Information Representative I is the entry-level class in the four-level Public Information Representative series responsible for carrying out specific tasks within a program, project, or campaign. This class differs from the Public Information Representative II class in that the latter class is the full journey-level where incumbents have general responsibilities for planning, coordinating, and implementing specific projects and regular activities of established campaigns and programs. Incumbents of the Public Information Representative II class may provide training or lead direction to incumbents of the Public Information Representative I class and may be supervised by a Senior Public Information Representative, Public Information Manager, or other senior departmental manager.

QUALIFICATIONS

(These qualifications are typically required. An equivalent combination of education and experience sufficient to satisfactorily perform the duties of the job may be substituted.)

Minimum Qualifications

Public Information Representative I

Education and Experience: Bachelor's degree from an accredited college or university in journalism, communications, advertising, marketing, public relations, public administration, or closely related field. No minimum experience required.

Acceptable Substitutions: Additional years of professional experience in public relations, public information, or other related experience may be substituted for education on a year-for-year basis up to two years.

Public Information Representative II

Education and Experience: Bachelor's degree from an accredited college or university in journalism, communications, advertising, marketing, public relations, public administration, or closely related field and two years of progressively responsible professional public information, marketing, or public relations experience. No substitution for education.

Licensing Requirements

- Valid California Driver's License may be required.

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Minimum Knowledge, Skills and Abilities

(Position requirements at entry and depending on area of assignment)

- Knowledge of public information and public relations techniques, and promotional events planning.
- Knowledge of principles of organization and administration.
- Knowledge of methodology and techniques for basic research and evaluation, surveys, and analysis.
- Knowledge of basic principles of graphic design, photography, video, web, multimedia, and presentation production.
- Ability to write and edit effectively for a variety of purposes, formats, and audiences.
- Ability to use personal computers and related applications and technology and learn new applications
- Ability to express oneself clearly and concisely, both orally and in writing.

Basic Competencies

(Needed at entry into the job in order to perform the essential duties)

- **Communication Skills** - communicates and listens effectively and responds in an timely, effective, positive and respectful manner; written reports and correspondence are accurate, complete, and current; well-organized, legible, concise, neat, and in proper grammatical form.
- **Customer Service** - demonstrates ability to anticipate internal and external customers' needs and deliver services effectively and efficiently in a timely, accurate, respectful and friendly manner.
- **Flexibility** - makes effective decisions and achieves desired results in the midst of major changes in responsibilities, work processes, timeframes, performance expectations, organizational culture, or work environment.
- **Political Skills** - demonstrates an understanding and consideration of how actions will affect stakeholders and other areas in the organization.

Desirable Qualifications

(Knowledge, skills and abilities that are more position-specific and/or likely to contribute to more successful job performance may be required at entry for Public Information Representative II level)

Knowledge of:

- Media relations principles and methods.
- Marketing principles and techniques.
- Principles of supervision.
- Organizations and resources relevant to the services provided by the department.
- The City's practices and procedures, including purchasing, financial management, budgeting, and personnel administration.

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Ability to:

- Develop, maintain, and use websites, communications technology, and social media platforms.
- Initiate, develop, and maintain productive working relationships with a wide variety of public and private agencies, organizations, and vendors.
- Plan, organize, and coordinate a variety of special events and promotions.
- Effectively organize and carry out multiple tasks simultaneously.
- Relate effectively with people from a wide variety of cultures and backgrounds.
- Translate complex information into understandable terms in order to engage a variety of audiences.

Experience with:

- Advanced graphic, photography, video, multimedia, and presentation production.
- Public outreach, community relations, and public engagement.
- Strategic communications planning.

DUTY NO.	TYPICAL CLASS ESSENTIAL DUTIES: <i>(These duties and estimated frequency are a representative sample; position assignments may vary depending on the business needs of the department.)</i> Public Information Representative I performs the following duties under direct supervision. Public Information Representative II performs these duties independently. Duties may include, but are not limited to, the following:	FRE-QUENCY*
1.	Develops public information programs and project goals and objectives; implements plans; evaluates communications program results; and assists in the management of related budgets.	Continuous
2.	Researches, writes, edits and produces materials for public information programs.	Occasional
3.	Develops and maintains websites, and prepares content for websites and social media programs.	Occasional
4.	Develops and produces news releases, brochures, photography, and videos; designs and produces materials using desktop publishing techniques or graphic design consultants.	Occasional
5.	Establishes and maintains working relationships with news media, community groups, and public or private organizations regarding the program, project, or department.	As Required
6.	Responds orally and in writing to public and professional inquiries regarding services, projects, facilities, and programs.	As Required
7.	May supervise support staff as assigned.	As Required
8.	Conducts research, including public opinion surveys, market trend analysis, research analyses, and evaluations, or monitor vendors for this purpose, to aid the preparation, implementation, and assessment of public information strategies and tactics.	As Required
9.	Coordinates the recruitment, training, and management of volunteers, interns, docents and others to achieve program goals.	As Required

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10.	Participates in the procurement of services and products with consultant agreements and purchase requisitions; checks service and products supplied for accuracy, costs, and schedule compliance; prevents and resolves disputes with vendors.	As Required
11.	Plans and coordinates special events, seminars, trade shows or missions, and promotional events.	As Required
12.	Organizes and conducts special meetings and tours for dignitaries, public groups, officials, news media, and others.	As Required
13.	Plans and conducts fundraising projects to enhance or expand City services and programs or accomplish program goals.	As Required
14.	Represents the City, program or department at meetings and special events; prepares and gives presentations.	As Required
15.	Participates in the planning, preparation, and practice for departmental and Citywide emergency public information activities.	As Required
16.	Performs other duties of a similar nature or level.	As Required

*Frequency defined as %, (totaling 100%) *or* “Continuous” (daily or approximately 20%+), “Frequent”(weekly or approximately 15%+), “Occasional”(monthly or approximately 10%+), “As Required”(Intermittent or 5% or less)

CLASSIFICATION HISTORY Created 1/86; Rev 6/86; Rev & Ret 12/89 (formerly Marketing Specialist); Rev 4/91, 10/93, 5/98, Rev & Ret 8/01(formerly Marketing Representative); Rev & Ret 8/14 (formerly Marketing/Public Outreach Representative; s004