



CLASSIFICATION DESCRIPTION

TITLE: PUBLIC INFORMATION SUPERVISOR **JOB CODE: 16 (Exempt)**

GENERAL DESCRIPTION OF DUTIES

Under executive direction, the purpose of the position is to create the vision for, and lead the implementation of a comprehensive content strategy designed to achieve excellence through storytelling, internal and external communication. Position is responsible for drafting and releasing a wide variety of news releases, website content, newsletters and informational brochures. Performs related work as directed. Works with cross-functional teams to proactively gather information, and create and publish compelling stories. Interpret the City strategy and priorities, and transform them into an integrated and consistent narrative that is founded on people, government excellence, and reaches for both internal and external audiences, including media partners. Collaborates with internal and external partners to coordinate and oversee the story content collection, production and distribution process throughout the organization. Storyboarding experience; understanding the effectiveness and appropriateness of story assets (text, images, audio, and video) and how to combine them into effective content. Leverages technology (e.g., Social Media, Sales Force) and digital assets to monitor performance, identify opportunities, direct the action based upon identified key metrics. Proactively and successfully contacts and creates media for all groups.

SPECIFIC DUTIES AND RESPONSIBILITIES

The list of essential functions, as outlined herein, is intended to be representative of the tasks performed within this classification. It is not necessarily descriptive of any one position in the class. The omission of an essential function does not preclude management from assigning duties not listed herein if such functions are a logical assignment to the position.

- Responsible for the assignment and monitoring of projects.
- Provides oversight on all projects with city image and public relations impact. Monitors emerging social, political and environmental issues of significance, anticipating city involvement.
- Apprises city officials of public relations opportunities, providing experienced, professional guidance to all departments regarding media contacts, publications and image matters.
- Receives and processes confidential material and information. Able to convey sensitive information in easily understandable terms.
- Possesses comprehensive knowledge of applicable laws, regulations and best practices pertinent to activities, including Freedom of Information requests.
- Oversees all social media administration platforms of the city, managing users/content creators and reviewing content within city departments.
- Flexible in responding to multiple daily media inquiries with professionalism and in a timely manner, including breaking news, after hours and weekend requests.

- Performs detailed research, often with multiple points of contact prior to responding to media or citizen inquiries to ensure accuracy. Monitor subsequent stories and social media posts to evaluate public sentiment around issue(s) concerning city government.
- Routinely collaborates with senior leadership on proposals, summaries and talking points detailing city accomplishments, city council actions, legislative initiatives, budget announcements, construction projects, sustainability initiatives, special programs/events, and more.
- Maintains effective liaison with city officials, public and private agencies, and the general public on matters of mutual concern.
- Operates all aspects of digital media production equipment, including cell phone cameras, video cameras, DSLR cameras, microphones, lighting systems and other accessories, when needed.
- Able to work effectively with all city departments.
- Leads the public rollout of new city programs and services, creating compelling videos/images to go along with press releases, media advisories, website, social media and collateral materials.
- Work extensive or unusual hours, including evening or weekends as needed.
- Organizes special projects.
- Keeps up-to-date on latest trends and technologies related to digital media.
Performs other duties as assigned.

MINIMUM TRAINING AND EXPERIENCE

Bachelor's Degree in Communications, Marketing, Journalism or related field; Five (5) years of progressively responsible public relations, media or any equivalent combination of related experience and/or training that provides the required knowledge, skills, abilities and essential job functions may be substituted for the degree. Prior local government experience preferred.

LICENSES, CERTIFICATIONS OR REGISTRATIONS

- Must possess and maintain a valid Florida Driver's License.

KNOWLEDGE, SKILLS AND ABILITIES

- Ability to understand and follow written and oral instructions.
- Ability to clearly communicate information both verbally and in writing.
- Creative and analytical thinker with strong problem-solving skills.
- Must demonstrate exceptional verbal and written communication skills.
- Must demonstrate ability to communicate effectively at all levels of the organization.
- Extensive knowledge of all applicable Federal, State and local guidelines and regulations applicable to the development and release of information.
- Ability to critically evaluate information gathered from multiple sources, reconcile conflicts, decompose high-level information into details, abstract up from low-level information to a

general understanding, and distinguish user requests from the underlying true needs

- Skill in interpersonal, leadership, planning, management and communications; ability to communicate professionally verbally, in writing, and in presentations.
- Ability to utilize personal computers, standard office equipment and standard software applications, e.g., word processors, database software, spreadsheet applications.
- Ability to establish and maintain effective working relationships with employees, division and department heads, public/private sector contacts, and City administration.
- Ability to organize work, establish priorities, meet established deadlines, and follow up on assignments with a minimum of direction.

PHYSICAL REQUIREMENTS

- While performing the essential functions of this job the employee is regularly required to stand, walk, use hands to finger, handle, or feel, reach with hands and arms, climb or balance, stoop, kneel, crouch, or crawl, and lift and/or move up to 25 pounds.
- While performing the essential functions of this position the employee is rarely exposed to disagreeable environmental factors.

The City of Palm Coast, Florida is an Equal Opportunity Employer. In compliance with the Americans with Disabilities Act, The City of Palm Coast, Florida will provide reasonable accommodations to qualified individuals with disabilities and encourages both prospective and current employees to discuss potential accommodations with the employer.