



P.O. Box 239  
Lockhart, TX 78644

# Job Description Form

**Job Title: Public Information Officer**  
**Reports to: City Manager or as assigned**

**Date: February 8, 2019**  
**Pay Range: \$15.80 - 20.59 - \$25.38**  
**Pay Grade: 5 (Exempt)**

## Brief Description of the Job:

This position is responsible for establishing and maintaining external and internal communications which include media relations and publicity activities to inform the public; to foster civic involvement and heighten awareness for City activities, services and programs. This is a very responsible position that serves as general support to all departments as needed. Promotes, organizes and supports informational, educational and special event activities that benefit the community and/or City employees. Establishes and maintains working relationships with print and broadcast media representatives, public officials, community leaders, and the general public.

Essential Functions-Listed in descending order of frequency; in the Strength Column, S= Sedentary, L=Light, M=Medium, H=Heavy; For Physical Demand Code See Below	% of Time	Strength	Physical Demand Code
Essential Functions			
1. Works with City staff to proactively generate positive news stories about City services. Designs, coordinates, produces media releases, advisories, public service announcements, newsletters, annual reports, special reports for City administration, and other City publications or communications including brochures, flyers, invitations, and other outreach material.	25	L	A-K, M, N, O, Q, R, S, T
2. Develops and implements new avenues of communications, including communications plans and strategies, surveys and research.	10	L	A-K, M, N, O, Q, R, S
3. Responds to information requests from media and the general public.	7	L	A - T
4. Plans/assists in the coordination of special events.	3	M	A - T
5. Serves as spokesperson for City as designated by City Manager. As assigned, manage media relations in a crisis or emergency situation.	5	L	A-K, M, N, O, Q, R, S, T
6. Coordinates the City's cable television channel.	3	L	A-T
7. Assists departments and City Council in developing special publications, special events and public meetings.	8	M	A-K, M, N, O, Q, R, S
8. Coordinates City social media (Facebook, Twitter, etc.), creates content for publishing and advises City management and Council on social media best practices.	15	L	A-K, M, N, O, Q, R, S
9. Maintains the City website, serves as the point of contact for website changes and additions.	7	L	A-K, M, N, O, Q, R, S
10. Operates broadcasting equipment during City Council meetings, as needed.	5	L	A-T
11. Coordinates and maintains records for recording City board and commission meetings and other audio video production and broadcasting.	9	L	A-T
12. Performs other duties as assigned.	3	M	A - T

100

A. STANDING    D. LIFTING    G. REACHING  
B. SITTING    E. CARRYING    H. HANDLING  
C. WALKING    F. PUSH/PULL    I. FINE DEXTERITY

J. KNEELING    M. BENDING  
K. CROUCHING    N. TWISTING  
L. CRAWLING    O. CLIMBING

P. BALANCING    S. TALKING  
Q. VISION    T. FOOT CONTROLS  
R. HEARING    U. OTHER: \_\_\_\_\_

**PHYSICAL DEMANDS**

**OVERALL STRENGTH DEMANDS:**

SEDENTARY \_\_\_ LIGHT X MEDIUM \_\_\_ HEAVY \_\_\_ VERY HEAVY \_\_\_.

For each physical demand code listed on Page 1, C=Continuously, F=Frequently, O=Occasionally, and R=Rarely

A. STANDING	<u>F</u>	G. REACHING	<u>F</u>	M. BENDING	<u>O</u>	S. TALKING	<u>C</u>
B. SITTING	<u>F</u>	H. HANDLING	<u>F</u>	N. TWISTING	<u>O</u>	T. FOOT CONTROLS	<u>F</u>
C. WALKING	<u>F</u>	I. FINE DEXTERITY	<u>F</u>	O. CLIMBING	<u>F</u>	U. OTHER: _____	
D. LIFTING	<u>O</u>	J. KNEELING	<u>F</u>	P. BALANCING	<u>R</u>		
E. CARRYING	<u>O</u>	K. CROUCHING	<u>O</u>	Q. VISION	<u>C</u>		
F. PUSH/PULL	<u>O</u>	L. CRAWLING	<u>R</u>	R. HEARING	<u>C</u>		

THIS IS A DESCRIPTION OF THE WAY THIS JOB IS CURRENTLY PERFORMED; IT DOES NOT ADDRESS THE POTENTIAL FOR ACCOMMODATION.

Physical Demand	Description
STANDING / WALKING	On bare, tiled, and carpeted floors and going up and down stairs and steps. To other facilities and events. To communicate with staff in all departments, deliver speeches and/or make presentations, meet with citizens around the City.
SITTING:	Primary work position for most tasks, at a desk or computer for extended periods of time. At meetings, seminars, events, answering phones, etc. To drive.
FINE DEXTERITY / HANDLING:	To perform most aspects of the job. To use computer, adding machine, copier, typewriter, telephone, cell phone. To operate recording and broadcasting equipment. To make notes and draw or write visual aids during meetings.
PUSHING/PULLING	Drawers and file cabinets, filing and removing documents. Load paper into office equipment.
VISION:	For most job tasks, to use computer, telephone, cell phone, adding machine, copier, typewriter, recording and broadcasting equipment, etc. To complete paperwork, read and prepare documents. To conduct / facilitate meetings.
HEARING/TALKING:	Communicating with customers, Council, media, members of boards and commissions, business leaders, or other staff and telephone conversations.
BENDING / CROUCHING / CRAWLING / KNEELING:	To pick up paper work from lower levels and drawers; to load copy paper; to operate office equipment. To assist in setting up for special events.
REACHING:	For telephone, papers, office equipment, overhead to obtain office supplies, files, or materials from upper shelves. To assist in setting up for special events.
CARRYING / LIFTING	Occasionally computer printouts and copy paper, various supplies, flyers, posters, newsletters, camera/video equipment. Maximum of 35 pounds.
CLIMBING/ BALANCING:	Stairs to and from council chambers and planning/inspections department located downstairs. While attending events. To assist in setting up for special events.
STANDING	To make copies at the copy machine, may be up to two hours at one time, distribute mail, speak with visitors.
TWISTING	Retrieving forms and supplies from under counter or supply cabinet.
FOOT CONTROLS	To drive, operate office equipment.

**MACHINES, TOOLS, EQUIPMENT AND WORK AIDES**

Ability to operate standard office equipment and machines to include, but not limited to: computer/keyboard, 10 key calculator, typewriter, automated multi-function phone system, copy machine, fax machine, cell phone, pager, Dictaphone, stapler, staple puller, shredder, hole punch, etc. Ability to operate camera, video and sound equipment, and graphic programs. Ability to operate a vehicle for travel.

Uses word processing, spreadsheet, and presentation software

**ENVIRONMENTAL FACTORS**

Occasional exposure to weather extremes. Frequent contact with the public.

**PROTECTIVE EQUIPMENT**

Not required in this capacity.

**NON-PHYSICAL DEMANDS**

Frequency Codes: F= Frequent O= Occasionally R= Rarely

Time Pressures	<u>F</u>	Emergency Situations	<u>O</u>
Noisy/Distracting Environment	<u>O</u>	Tedious Exacting Work	<u>O</u>
Performing Multiple Tasks Simultaneousl	<u>F</u>	Working Closely with Others as part of a Team	<u>F</u>
Danger/Physical Abuse	<u>R</u>	Irregular Schedule/Overtime	<u>O</u>
Frequent Change of Tasks	<u>F</u>	Other (Description Below:)	<u>O</u>
		Verbal Abuse	<u>O</u>

**JOB REQUIREMENTS**

**FORMAL EDUCATION:**

Bachelor's Degree in Journalism, Communications, Business Administration, Public Administration, Public Relations or closely related field OR any equivalent combination of experience and training that provides the required knowledge, skills and abilities.

**EXPERIENCE:**

Prefer experience in journalism and public relations involving public speaking and preparation of printed materials.

**DRIVERS LICENSE**

The applicant shall posses a current/valid Texas Drivers License.

The applicant must have a good driving record.

**OTHER REQUIREMENTS:**

Maintain workplace confidentiality.

Accept and follow instructions.

Applicant must have a working knowledge of Microsoft Excel and Word.

The applicant will be required to have experience in report writing and entering data into a PC

Must have excellent communication, interpersonal, and organizational skills.

**READING, WRITING, MATH:**

Reads and comprehends materials related to Public Administration, City Management and policy/procedural analysis. Reads and interprets governmental data including legal guidelines for municipalities. Reads and understands a wide variety of news articles and information about City programs and initiatives.

Writes and edits news releases, newsletters, website content, reports, advertising, brochures, and other forms of written communication.

Accurately add, subtract, divide, multiply, and determine percentages both manually and with calculator. Performs calculations pertaining to financial and budgetary concerns.

Ability to analyze situations and adopt a quick, effective and reasonable course of action. Skill in establishing and maintaining effective working relationships with the media, the public and City employees. Ability to evaluate demographics and statistics.

**SIGNATURES - REVIEW AND COMMENT**

I have reviewed this job analysis and its attachments and find it to be a fair description of the demands of the job.

**I have reviewed the experience and qualification requirements of the job and I feel I am qualified.**

Employee - Print Name	Signature	Date
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Steven Lewis, City Manager	Signature	Date
Supervisor- Print Name and Title		

Comments: \_\_\_\_\_

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