



City of Peoria HUMAN RESOURCES

Title: Public Information Officer

FLSA STATUS: Exempt from overtime under FLSA guidelines.

SUPERVISION RECEIVED AND EXERCISED:

Receives direction from the department director or assigned manager,.

MINIMUM QUALIFICATIONS

- **Education:** Bachelor's Degree in journalism, public relations or marketing.
 - Equivalency: Equivalent years of experience are equal to one (1) year of relevant experience for every one (1) year of education required.
- **Experience:** A minimum of three (3) years experience in communications and or marketing is required.
- **Licenses/Certifications/Special Requirements:** None required

PREFERRED/DESIRABLE QUALIFICATION(s):

- A Bachelor's Degree in related field.
- Experience in a municipal or government setting.

JOB SUMMARY

The purpose of this position is to disseminate information to the general public and employees. This is accomplished by gathering and channeling information for distribution externally through websites, digital media, social-media, print articles, blogs and press releases, as well as producing internal and external marketing and communication/marketing materials; Special Event marketing and communications, updating website content, facilitating internal and external audience presentations. Other duties include assisting with graphic design materials development, writing and producing short format videos and serving on committees.



ESSENTIAL FUNCTIONS

Note: This information is intended to be descriptive of the key responsibilities of the position. The list of essential functions below does not identify all duties performed by any single incumbent in this position.

#	Essential Functions
1	Works with the media by writing press releases, social media posts, responding to requests, coordinating and developing story ideas, and working with departments.
2	Develops, implements and maintains effective communications for external media including industry publications and other feature print and online communication outlets.
3	Maintains employee engagement by producing electronic communications, maintaining content on city websites, photographing City events and training employees on communications policies and procedures.
4	Completes public relations activities by designing and editing internal and external communications, producing and writing videos, consulting for departments, and assisting with special projects. Responds to queries from residents, City Council, employees, news media and stakeholders.
5	Support the manager and director with media, collateral, writing and editing
6	Completes emergency operations activities by assisting with plan development, representing the Office of Communications at emergency training seminars/programs and meetings as required, coordinating with other agencies and acting as PIO during emergencies in the absence of the manager or director.



PHYSICAL DEMANDS AND WORK ENVIRONMENT:

Physical strength for this position is indicated below with “X”					
The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.					
Sedentary	X	Light	Medium	Heavy	Very Heavy
Exerting up to 10 lbs. occasionally or negligible weights frequently; sitting most of the time.		Exerting up to 20 lbs. occasionally, 10 lbs. frequently, or negligible amounts constantly OR requires walking or standing to a significant degree.	Exerting 20-50 lbs. occasionally, 10-25 lbs. frequently, or up to 10 lbs. constantly.	Exerting 50-100 lbs. occasionally, 10-25 lbs. frequently, or up to 10-20 lbs. constantly.	Exerting over 100 lbs. occasionally, 50-100 lbs. frequently, or up to 20-50 lbs. constantly.

Work Environment for this position is indicated below with “X”				
The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.				
Office	X	Outdoors	Vehicle	Office and Field/ Plant/ Warehouse
Position is typically office or administrative work and is not substantially exposed to adverse environmental conditions.		Incumbents may be subjected to extreme temperatures, wetness/humidity, respiratory hazards and noise and vibration.	Incumbents may be subjected to moving mechanical parts, vibrations, fumes, odors, dusts, poor ventilation, chemicals, oils, extreme temperatures, inadequate lighting, work space restrictions, intense noises and travel.	The work will occur in an office and field environment. While performing the duties and responsibilities the employee maybe exposed to loud noise, noxious odors, unsanitary conditions, chemicals, electricity, moving mechanical parts, varying weather conditions, and other related conditions and situations. Position is subject to atmospheric conditions: Fumes, odors, dust, mists, gases or poor ventilation

MACHINES, TOOLS, EQUIPMENT, SOFTWARE, AND HARDWARE:

Computers, printers and related software.

PROTECTIVE EQUIPMENT REQUIRED:

None required.