



Title: Public Information Director

FLSA Status: Exempt

BRIEF DESCRIPTION:

The purpose of this position is to provide visionary leadership in the management of citywide public information, community relations, marketing, Peoria TV, web development, and internal and external communications. The Public Information Manager advises city management in the development and maintenance of effective current and long-range policies, plans and practices which affect relationships with the public. The Office of Communications serves as the central source of city information and the official channel of communication between the city and its audiences. This is accomplished through appropriate multi-media avenues. The desired outcome is to keep the public aware of city policies and actions; coordinate city activities which affect its relations with the general public or special groups; collect and analyze information on changing attitudes of key public groups towards the city; maintain effective relationships with key organizations and the media; and develop and participate in news conferences, special events, and other programs of interest. Other duties include overseeing citizen satisfaction surveys, representing Peoria on outside committees, and completing related administrative tasks.

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. Additionally, please be aware of the legend below when referring to the physical demands of each essential function.

(S) Sedentary	(L) Light	(M) Medium	(H) Heavy	(V) 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.

#	Code	Essential Functions
1	S	Serves as the strategic advisor to the City Manager and senior management on a wide variety of media relations issues. Develops comprehensive plans, strategies and approaches for use in citywide communication efforts. Markets Peoria's image to citizens, employees, businesses, and the media.
2	S	Manages and coordinates the activities of the Office of Communications. Serves as the city's spokesperson in highly-sensitive, complex, or emergency situations. Oversees public notification and communication strategies and plans. Works closely with Peoria's police and fire public information officers.
3	S	Develops, plans, and directs the implementation of a comprehensive, citywide, integrated-marketing effort that consists of advertising, promotions, e-marketing, public relations and special events designed to increase awareness of and promote Peoria locally, regionally and nationally.

Public Information Director

Revised 06/09/08

Revised 10/2010

Revised 03/2011

Revised 03/2013 from Public Information Manager



3	S	Prepares and administers the annual budget by forecasting revenues and expenditures, presenting proposals for approval, authorizing payments and monitoring expenditures for recommended adjustments.
4	S	Manages and coordinates all internal communications, including citywide emails and meetings, and the Intranet.
5	S	Coordinates efforts with the media by responding to questions and inquiries, acting as city spokesperson for interviews, developing response strategies, developing release materials, and working with city staff.
6	S	Manages employees by developing goals and objectives, monitoring performance, scheduling and assigning tasks, and overseeing the procurement process and related contracts. Oversees the Public Information Office, Webstaff, and and Peoria TV to coordinate activities of divisions to ensure that they are aligned with departmental and City priorities, rules, regulations and license agreements.
7	S	Develops and reviews staff reports related to public information activities. Presents reports to city management, the City Council, and other commissions, committees, boards and community organizations.
8	S	Conducts special projects and studies requested by the City manager and Deputy City Managers.



JOB REQUIREMENTS:

-Description of Minimum Job Requirements-	
Formal Education	Work requires broad knowledge in a general professional or technical field. Knowledge is normally acquired through four years of college resulting in a Bachelor's degree or equivalent.
Experience	Over three years up to and including five years experience managing a communications office which includes the supervision of communications staff. Highly developed public speaking skills are required, including experience with on-camera interviews, presentations to the public, City Council, etc. Proven work experience participating in and managing the creative process is required.
Supervision	Work requires managing and monitoring work performance of a division including evaluating program/work objectives and effectiveness, establishing broad organizational goals, and realigning work and staffing assignments for the department.
Human Collaboration Skills	Final decisions regarding policy development and implementation are made and/or recommended. Interaction with others outside the organization requires exercising participative management skills that support team efforts and quality processes.
Freedom to Act	The employee normally performs the duty assignments within broad parameters defined by general organizational requirements and accepted practices. End results determine effectiveness of job performance.
Technical Skills	Advanced: Work requires advanced skills and knowledge in approaches and systems, which affect the design and implementation of major programs and/or processes organization-wide. Independent judgment and decision-making abilities are necessary to apply technical skills effectively.
Budget Responsibility	Position has citywide fiscal responsibility. Assures that appropriate linkages exist between budget, funding limitations and service levels, to meet specific departmental and organizational goals. Monitors progress toward fiscal objectives and adjusts plans as necessary to reach them.
Reading	Advanced - Ability to read literature, books, reviews, scientific or technical journals, abstracts, financial reports, and/or legal documents. Ordinarily, such education is obtained in at the college level or above. However, it may be obtained from experience and self-study.
Math	Intermediate - Ability to deal with system of real numbers; practical application of fractions, percentages, ratios/proportions and measurement. Ordinarily, such education is obtained in high school up to college. However, it may be obtained from experience and self-study.
Writing	Advanced - Ability to write editorials, journals, speeches, manuals, or critiques. Ordinarily, such education is obtained in at the college level or above. However, it may be obtained from experience and self-study.
Certification & Other Requirements	Bi-Lingual English/Spanish speaking, writing and reading fluency is desired.



OVERALL PHYSICAL STRENGTH DEMANDS:

-Physical strength for this position is indicated below with "X"-				
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.

PHYSICAL DEMANDS:

C Continuously <small>2/3 or more of the time.</small>	F Frequently <small>From 1/3 to 2/3 of the time.</small>	O Occasionally <small>Up to 1/3 of the time.</small>	R Rarely <small>Less than 1 hour per week.</small>	N Never <small>Never occurs.</small>
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Note: This is intended as a description of the way the job is currently performed. It does not address the potential for accommodation.

-Physical Demand-	-Frequency-	-Brief Description-
Standing	O	Making presentations, communicating with co-workers
Sitting	C	Desk work, meetings, driving
Walking	R	To other departments/offices
Lifting	R	Supplies
Carrying	R	Supplies, equipment
Pushing/Pulling	N	
Reaching	R	For supplies, for files
Handling	O	Paperwork
Fine Dexterity	C	Computer keyboard, telephone keypad
Kneeling	R	Filing in lower drawers, retrieving items from lower shelves/ground
Crouching	R	Filing in lower drawers, retrieving items from lower shelves/ground
Crawling	N	
Bending	R	Filing in lower drawers, retrieving items from lower shelves/ground
Twisting	R	From computer to telephone, getting inside vehicle
Climbing	R	Stairs
Balancing	N	
Vision	C	Reading, computer screen, driving
Hearing	F	Communicating via telephone/radio, to co-workers/public
Talking	F	Communicating via telephone/radio, to co-workers/public
Foot Controls	R	Driving
Other (specified if applicable)		



MACHINES, TOOLS, EQUIPMENT, SOFTWARE, AND HARDWARE:

Computers, printers and related software.

ENVIRONMENTAL FACTORS:

C Continuously	F Frequently	O Occasionally	R Rarely	N Never
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D Daily	W Several Times Per Week	M Several Times Per Month	S Seasonally	N Never
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-Health and Safety Factors-	
Mechanical Hazards	N
Chemical Hazards	N
Electrical Hazards	N
Fire Hazards	N
Explosives	N
Communicable Diseases	N
Physical Danger or Abuse	N
Other	N

-Environmental Factors-	
Respiratory Hazards	N
Extreme Temperatures	N
Noise and Vibration	N
Wetness/Humidity	N
Physical Hazards	N

PROTECTIVE EQUIPMENT REQUIRED:

None

NON-PHYSICAL DEMANDS:

F Frequently From 1/3 to 2/3 of the time	O Occasionally Up to 1/3 of the time	R Rarely Less than 1 hour per week	N Never Never occurs
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-Description of Non-Physical Demands-	-Frequency-
Time Pressure	O
Emergency Situation	R
Frequent Change of Tasks	F
Irregular Work Schedule/Overtime	O
Performing Multiple Tasks Simultaneously	O
Working Closely with Others as Part of a Team	F
Tedious or Exacting Work	O
Noisy/Distracting Environment	R
Other	N

PRIMARY WORK LOCATION:

Office Environment	X	Vehicle	
Warehouse		Outdoors	
Shop		Other	
Recreation/Neighborhood Center			