

CITY OF ST. LOUIS CLASSIFICATION SPECIFICATION

CLASSIFICATION

TITLE: Public Information Officer I

CLASS CODE: 1614

GENERAL DESCRIPTION OF DUTIES:

Incumbents in this classification develop and coordinate all communications and public affairs efforts for a division of a large city department or agency. This includes written materials, media relations and various internal/external means of communication.

DISTINGUISHING CHARACTERISTICS:

This is a journey-level professional classification in the General Administrative Series – Public Information Group job family within the City of St. Louis. Incumbents within this classification perform moderately complex duties with a variety of related tasks. The distinguishing characteristics of this classification within the series include the development and coordination of public relations for a division of a large city department or agency.

Incumbents work under general supervision. While workers require some supervision in most assignments, they are free to develop their own work sequences within established procedures, methods and policies. They are generally subject to periodic supervisory checks.

EXAMPLES OF WORK (Illustrative Only):

(The list of duties is intended to be representative of the duties performed in positions within this classification. It does not include all the duties that may be assigned to a position and is not necessarily descriptive of any one position in this class.)

Coordinates and/or assists in coordination of public relations activities such as press conferences, public appearances, speaking engagements and special events.

Writes and edits press releases, news articles, features, speeches, and television scripts.

Acts as division spokesperson as requested; answers questions from press; presents information to news media and public; gives presentations to groups.

Develops marketing and promotional materials such as brochures, publications, newsletters, videos, television programming, web pages; originates ideas, develops design and layout.

Acts as public information advisor to other division staff; reviews correspondence and speeches proposed by others.

Coordinates all interview requests and interview activity for division.

Videotapes and/or takes photographs for use in publications, slide shows, and special events.

Monitors media for coverage of division activities.

Performs other duties as assigned.

KNOWLEDGE, SKILLS AND ABILITIES:

Data Utilization:

Requires the ability to perform mid-level data analysis including the ability to audit, deduce, assess, conclude and appraise. Requires discretion in determining and referencing such to established criteria to define consequences and develop alternatives.

Human Interaction:

Requires the ability to persuade, convince, influence, train and monitor, in favor of a desired outcome. Requires the ability to sell.

Equipment, Machinery, Tools and Materials Use:

Requires the ability to operate, maneuver and/or provide simple but continuous adjustment on equipment, machinery and tools such as a personal computer, fax machine and/or materials used in performing essential functions.

Verbal Aptitude:

Requires the ability to utilize a variety of reference, descriptive and advisory data and information such as media reports, historical sources, presentation materials, guidelines and non-routine correspondence.

Mathematical Aptitude:

Requires the ability to perform addition, subtraction, multiplication and division; calculate percentages, and decimals.

Functional Reasoning:

Requires the ability to apply principles of rational systems. Ability to interpret instructions furnished in written, oral, diagrammatic or schedule form. Ability to exercise independent judgment to adopt or modify methods and standards to meet variations in assigned objective.

Situational Reasoning:

Requires the ability to exercise the judgment, decisiveness and creativity required in situations involving the evaluation of information against sensory, judgmental and/or subjective criteria, as opposed to criteria that are clearly measurable or verifiable.

Environmental Factors:

Tasks are regularly performed in safe and comfortable surroundings without exposure to adverse environmental conditions.

Physical Requirements:

Tasks involve the ability to exert very light physical effort in sedentary to light work, involving some reaching, handling, fingering and/or feeling of objects and materials.

Tasks require the ability to perform prolonged visual concentration, such as performing research.

Sensory Requirements:

Ability to recognize and identify harmonious or contrasting combinations, as well as recognize individual characteristics of colors, shapes and sounds associated with job-related objects and materials, such as producing graphic designs.

EDUCATION AND EXPERIENCE STATEMENT:

Bachelor's degree in Journalism, Public Relations, Communications, or a related field; plus two (2) years experience in public relations or journalism with strong communication and presentation skills, or an equivalent combination of education, training and experience.

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