

**City of Dallas**  
**Classification Specification**

<b>Title:</b>	<b>Senior Public Information Representative</b>	<b>Class Code:</b>	<b>40004</b>
<b>Application:</b>	<b>Career Series</b>	<b>Pay Grade:</b>	<b>H</b>
<b>Supplemental/Code:</b>	<b>Administrative/1</b>	<b>Established:</b>	<b>10/01/94</b>
<b>FLSA Status:</b>	<b>Non-Exempt</b>	<b>Revised:</b>	<b>01/01/09</b>

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**Position Purpose**

Provides information to the public and city employees, serves as a liaison to the news media and to other community groups, and generates community interest in city programs/services.

**Essential Functions**

1. Acts as a liaison between the city and the media by providing information related to the city, including writing, producing, and disseminating brochures, reports, press releases, and other types of written communications.
2. Publicizes events and services and coordinates information campaigns with other city departments or external community groups.
3. Plans, assigns, and supervises the work of volunteers in related activities to ensure completion of assigned projects and provides assistance when needed.
4. Makes frequent appearances before public and private groups to generate community interest, support, and participation.
5. Works with administrative and operational employees responsible for the function to be publicized to develop methods and procedures used in public relations or education programs.
6. Provides technical information about the city regarding a variety to subjects including city policy and practices involved in the area assigned.
7. Coordinates, designs, and prepares advertisements for daily and weekly newspapers and special informational material to be presented at public meetings.
8. Regular, reliable and punctual attendance is an essential function of the job.

**Knowledge, Skills and Abilities Required to Perform Work**

Thorough knowledge of the principles, practices, and techniques of public relations and journalism.

Knowledge of word processing and desk top publishing computer programs.

Ability to coordinate projects, develop public relations programs, and activities.

Excellent language skills including knowledge of proper grammar, punctuation, and spelling.

Ability to speak in public and make presentations to a wide variety of groups.

Ability to maintain harmonious relationships with public officials, volunteers, other employees, and general public.

Ability to establish and maintain an effective working relationship with all levels of management, city officials, vendors, other government agencies, other employees and the general public.

**Working Conditions and Hazards**

Works in normal office conditions.

Requires occasional carrying, lifting, and holding of materials and equipment used in presentations.

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The above statements are intended to describe the general nature and level of work performed by personnel assigned to this classification and is not necessarily an exhaustive list of all responsibilities, duties and skills required.