

City of Dallas
Classification Specification

Title:	Public Information Representative II	Class Code:	40007
Application:	Career Series	Pay Grade:	G
Supplemental/Code:	Administrative/1	Established:	10/01/94
FLSA Status:	Non-Exempt	Revised:	01/01/09

Position Purpose

Serves as a liaison to facilitate communication and understanding between the department, other city departments, and the public.

Essential Functions

1. Provides information through the media, pamphlets, brochures, photographs, and other publications to respond to customer and public concerns.
2. Maintains internal communications with employees at all levels throughout the city to generate or receive general or specific information relative to the department or special projects.
3. Develops and implements public relations programs, special events, marketing plans, and exhibitions to promote specific projects for the public's education or entertainment, or to provide information to various interest groups.
4. Attends and gives presentations at community and civic organizations meetings to offer financial, technical or general information.
5. Coordinates activities with various citizens and employee groups to assist in carrying out city policy of encouraging use of available services, improve current services offered, and to extend services where they are not available.
6. Represents department at meetings of citizens and employee groups to give information and answer inquiries concerning various city services.
7. Produces and maintains fact sheets for speeches for the City Manager and other city officials.
8. Keeps abreast of past, current, and future events regarding municipal issues
8. Coordinates with vendors, developers, property owners, City Attorney's Office, and City Secretary's Office to provide technical information to comply with legal requirements.
9. Negotiates contracts with outside vendors such as printers, photographers and illustrators to get the best price for services provided.
10. Regular, reliable and punctual attendance is an essential function of the job.

Knowledge, Skills and Abilities Required to Perform Work

Knowledge of the principles of marketing, customer service, and public relations.

Thorough knowledge of journalistic principles, techniques of planning, composing, and editing reports, bulletins, and other materials.

Knowledge of word processing and desk top publishing computer programs.

Ability to analytically define problems and arrive at working solutions.

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

Ability to handle difficult public contacts diplomatically.

Ability to prepare interesting and informative news articles and press releases and to edit routine material.

Ability to maintain harmonious working relationships with public officials, the general public, and representatives of the press.

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.

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.