

City of Dallas
Classification Specification

Title:	Senior Public Information Officer	Class Code:	40050
Application:	Career Series	Pay Grade:	J
Supplemental/Code:	Administrative/1	Established:	10/01/94
FLSA Status:	Exempt	Revised:	01/01/09

Position Purpose

Maintain the city's basic public information function to facilitate effective communication with the public and the media to provide information regarding city policies, operations, programs, services, and news.

Essential Functions

1. In the absence of the Director and Assistant Director, responds to requests from the City Manager's Office and city departments for counsel and assistance, and inquiries from the public and the media to provide accurate information.
2. Serves as the city's central liaison with the news media to respond to media inquiries.
3. Prepares, stores and maintains information on key city persons, projects, policies and activities for assigned departments to furnish information such as biographies and press clippings at the time of a request.
4. Maintains fact sheets notebook for use in speeches by Mayor's and City Manager's Offices, and prepares special speeches upon request.
5. Prepares, stores, and maintains information on key city persons, projects, policies, and activities to furnish information such as biographies and press clippings at the time of a request.
6. Coordinates, designs, and prepares advertisements for assigned departments in a daily and weekly newspaper, and special information material presented at public meetings to inform the public about public hearings or special city services.
7. Prepares written materials for the Director or Assistant Director to communicate with the public about the city's budget and provides other financial information as needed for use by the City Council and city management.
8. Regular, reliable and punctual attendance is an essential function of the job.

Knowledge, Skills and Abilities Required to Perform Work

Knowledge of the principles, practices, and techniques of public relations and journalism.

Knowledge of the principles and practices of management and supervision.

Ability to communicate diplomatically and effectively with media representatives, the public, and employees.

Thorough knowledge of city's practices, procedures, and functions.

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

Normal office conditions.

Requires occasional squatting, lifting, and bending when carrying publication packets.

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.