



PUBLIC INFORMATION SPECIALIST

Definition

Under general supervision, develops and coordinates a program to increase awareness of Open Space Authority policies, accomplishments, and activities. Coordinates public relations activities. Develops, coordinates and maintains the delivery of publications, press and media communications, public outreach programs, events, presentations, and general information on related Authority activities and events. Coordinates Open Space Authority grant program.

Essential Duties and Responsibilities

The following tasks are typical for positions in this classification. Any single position may not perform all of these tasks and/or may perform similar related tasks not listed here:

- Plan, develop, implement, coordinate, maintain and evaluate events, activities, public information and community outreach program.
- Develop and coordinate Authority grant program.
- Research and prepare reports and documents for newsletters, public outreach events and programs, website, press releases, and grants.
- Establish and maintain cooperative relationships with representatives of local agencies, cities, county, community, and public interest groups and with representatives from print and broadcast media.
- Inform the general public, interest groups, local agencies, and community members of Open Space Authority policies, activities, and accomplishments.
- Inform the Board of Directors and management of attitudes and concerns of the public.
- Develop and maintain list of press, media and community groups.
- Develop, organize and maintain catalog of photographic images (electronic and paper).
- Establish and maintain effective working relationships and open communication with the Board of Directors, Citizen's Advisory Committee, co-workers, public officials, and the general public.
- Effectively represent the Authority in meetings with governmental agencies, community groups, and media organizations and in meetings with individuals.
- Prepare and deliver presentations to internal and public audiences.
- Work non-regular work hours, attend off-hours meetings and events and work week nights, weekends and holidays.
- Work effectively either independently or as a member of a team or work group.
- Perform other duties as assigned or directed.

Qualifications- To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill and/or ability required. Reasonable accommodations will be made to enable individuals with disabilities to perform the essential functions.

Communication

- Ability to read and interpret documents.
- Communicate clearly and concisely and effectively, both orally and in writing.
- Public speaking and presenting.
- Strong interpersonal and communication skills and the ability to work effectively with many diverse groups such as Board members, staff, community members, media representatives, vendors, and other people or groups.
- Express thoughts and ideas clearly.

Skills and Knowledge

- Public relations principals and techniques.
- Public relations management and administration, including organizational development.
- Publishing procedures and requirements including writing and editing, grammar and proof reading.
- Layout and publishing of news releases, proposals, newsletters, web content, presentations and related items.
- Visual communications, including desktop publishing and computer graphics.

Open Space Authority

Public Information Specialist (continued)

- Research principals and techniques, including survey design and implementation.
- Word processing, spreadsheet, page design and layout, and database computer applications.
- Effectively employ diplomacy, creativity, and initiative in performing all functions of the job.

Education and Experience Guidelines

Any combination of education and experience that would likely provide the required knowledge and abilities is qualifying. A typical way to obtain the knowledge and abilities would be:

Education

Education or experience equivalent to graduation from a two-year college with course work in public relations, journalism, communications or a related field.

Experience

A minimum of two years of professional experience in public relations/communications or closely related field.

License and Certification

- Possession of a valid California Driver's license and a satisfactory driving record.
- Possession of automobile insurance and be insurable.

Physical Demands & Working Environment

The physical demands herein are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations will be made to enable individuals with disabilities to perform essential job functions.

Environment: Office environment and limited work outdoors.

Mobility: Sitting for prolonged periods of time; extensive use of computer keyboard; strength to lift and carry materials weighing up to 30 pounds.

Communication: Speaking, hearing and writing English to exchange information, communicate in person, over the phone and before groups.

This is a non-exempt position