



City of Raytown
10000 East 59th Street
Raytown, MO 64133-3993
Phone: 816-737-6006 Fax: 816-737-6097

Position Announcement

Public Information Officer

Department: Administration Posted: July 15, 2020
Grade/Status: Exempt Salary: \$47,268-68,845

Job Description: Coordinates publicity, outreach and public education efforts in order to promote a positive image for the City and ensure citizens are informed about City services, programs and events.

Required Knowledge, Skills and Abilities: Bachelor's degree in journalism, communications public relations or related field required. Master's preferred. At least 3 yrs experience in public relations or local government. Economic or community development experience desirable.

Special Requirements: Current MO driver's license. Ability to satisfactorily pass drug screen and background check.

ADA Requirements: Physical Requirements: Maintaining physical condition necessary for standing and sitting for prolonged periods of time; manual dexterity; adequate eyesight, hearing and speech required; may be required to operate assigned vehicle.

Environmental Requirements: Office environment—exposure to computer screens. Some travel within the City required.

Sensory Requirements: Tasks require sound, depth, texture, visual and oral perception and discrimination.

Schedule: Generally Monday-Friday

Benefits: Full-time employee eligible for City benefit package.

Application Process: Resume, application and cover letter to: Raytown City Hall, 10000 E 59th St, Raytown, MO 64133, ATTN: HR; Fax 816/737-6097; hr@raytown.mo.us Description at www.raytown.mo.us .

Closing Date: Open until filled.

The duties listed above are intended only as illustrations of the various types of work that may be performed. The omission of specific statements of duties does not exclude them from the position if the work is similar, related or a logical assignment to the position. Reasonable accommodation(s) if needed may be made to empower individuals with disabilities to undertake the essential functions of the position, in a manner that does not pose a direct threat to the health or safety of the employee or others in the workplace.



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PUBLIC INFORMATION OFFICER

Class specifications are intended to present a descriptive list of the range of duties performed by employees in the class. Specifications are not intended to reflect all duties performed within the job.

DEFINITION

To coordinate publicity, outreach, and public education efforts in order to promote a positive image for the City and ensure that citizens are informed about City services, programs and events.

SUPERVISION RECEIVED AND EXERCISED

Receives general direction from the City Administrator.
Exercises no supervision currently.

ESSENTIAL AND MARGINAL FUNCTION STATEMENTS--*Essential and other important responsibilities and duties may include, but are not limited to, the following:*

Essential Functions:

1. Regular and predictable attendance. Maintain a positive work atmosphere by acting and communicating in a manner to get along with customers, coworkers and managers.
2. Manage, supervise and coordinate activities of the public communications program.
3. Coordinate public relations for the City and serve as primary liaison between the City and the news media, business/professional/civic groups, the general public and other individuals to distribute information concerning activities and programs of the City.
4. Recommend strategies and outlets for promoting City programs and services.
5. Perform and/or participate in marketing, publicity and community outreach activities.
6. Design, write and coordinate the publication of marketing and promotional materials. Promote City events and programs. Write and submit press releases. Provide information to radio and broadcast media as appropriate. Take photographs and video footage of City events.
7. Maintain the City's online presence through website, email notifications and social media sites. Gather information regarding programs, schedules, activities and events. Working with staff, maintain and update content on the City website. Assist in updating content on the City's cable access channel.



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8. Attend Board of Alderman other City Board and Commission meetings as needed. Present the City's position in regional meetings and neighborhood forums as assigned. Participate in community groups (business, civic and service) to foster good relations.
9. Perform general customer service and administrative duties. Receive and respond to inquiries regarding programs, services and volunteer opportunities. Answer the telephone. Prepare reports and correspondence. Copy and file documents. Enter computer data.
10. Prepare and administer the public communications budget.
11. Serve as support for other departments to help them with communication projects. Coordinate news conferences as needed with the Public Information Officer of the police department.
12. Responsible for special event planning, including building awareness of City programs and development through ribbon cuttings, groundbreakings, and partnerships with the schools or other agencies.
13. Perform all other duties as assigned.

Marginal Functions:

1. Assist with business retention visits and implementation of business programs.
2. Perform related duties and responsibilities as required and assigned by the City Administrator.

QUALIFICATIONS

Knowledge of:

Local government principles and practices.

Communication and publication techniques and practices.

Computer software applications commonly used to prepare media releases and other public notices. Video and audio applications.

Website development, Internet and social media.

Print media writing principles and style.

Basic photography principles and equipment, layout and design skills.

Pertinent Federal, State and Local laws, codes and regulations.



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Ability to:

Perform research, analyze and interpret complex information, and present recommendations of City policies and operations.

Establish and maintain effective working relationships with employees, Department Heads, City officials, the media and general public.

Communicate complex issues effectively, orally and in writing, to diverse audiences.

Present a diverse range of material using a variety of media.

Prepare clear and concise reports.

Develop, prepare and administer the Public Communications program budget.

Maintain confidentiality of certain City information.

Maintain effective audio-visual discrimination and perception needed for:

- *making observations*
- *communicating with others*
- *reading and writing*
- *monitoring assigned activities and operations*
- *answering questions*

Maintain mental capacity, which permits:

- *making sound decisions and using good judgement*
- *prioritizing work activities*
- *demonstrating intellectual capabilities*
- *evaluating the effectiveness of programs*
- *recommending effective policies and procedures*
- *communicating clearly*
- *employee interaction*
- *public interaction.*

Maintain physical condition appropriate to the performance of assigned duties and responsibilities, which may include the following:

- *sitting or standing for extended periods of time*
- *lifting or carrying objects not to exceed 25 pounds*



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Experience and Training Guidelines

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

Experience:

Minimum of three years of increasingly responsible experience in public relations or local government.

Experience working with diverse forms of media.

Economic Development or Community Development experience preferred.

Training:

Minimum of a bachelor's degree from an accredited college or university in journalism, communications, public relations or a related field. Master's degree is preferred.

License or Certificate

Possession of, or ability to obtain, an appropriate, valid Missouri driver's license is required.

WORKING CONDITIONS

Environmental Conditions:

Few adverse working conditions exist within this position. Office environment; internal temperature fluctuations; exposure to computer screens; phone contacts, some travel within the Kansas City metropolitan area required.

Physical Conditions:

Essential and marginal functions may require maintaining physical condition necessary for standing and/or sitting for prolonged periods of time; manual dexterity; may be required to operate assigned vehicle.