



City of Lake Oswego, Oregon

Job Description

PUBLIC INFORMATION COORDINATOR

FLSA Status: Non-exempt

Union Representation: LOMEA

Salary Grade: 177

Job Code: 2021

Summary

Under general direction plans, organizes and facilitates public information efforts for the Lake Oswego Parks & Recreation (LOPR) ; manages and coordinates Citywide and internal publications, events, and information activities related to LOPR ; promotes awareness and understanding of City services, policies, projects, and issues; coordinates dispute resolution efforts and ensures response to citizen complaints and requests. This job establishes communication initiatives, manages communication strategies that elevate and strengthen the Department and City-wide goals. In addition, builds positive relationships with business, community members, and stakeholders. This classification manages marketing, branding, sponsorship, website and digital media. In addition, solicits sponsorships to support Department programs, facilities, and events.

Essential Duties and Responsibilities

The list of duties is a representative sample of the work appropriate to this class and does not include all the duties that may be assigned to a particular position. The incumbent may perform a combination of some or all of the following duties:

1. Oversees the public information program; manages and coordinates citywide and internal publications and events promoting the awareness and understanding of Department services, policies, and issues; ensures response to citizen complaints and requests. Writes, lays out, and edits a variety of project publications in collaboration with staff and consultants with oversight by the Department Director. Conducts interviews, gathers information, takes pictures, and selects graphics for use in publications, including but not limited to print, website, social media, email and signage. Oversees the production process from pre-press to delivery. Works with Parks and Recreation Divisions to establish goals, objectives, and strategic direction for each of the divisions in the areas of communications, marketing, and sponsorship including all advertisement, promotion of recreation programs, and opportunities in parks, trails, and natural areas.
2. Acts as representative spokesperson and interacts with the press, occasionally on camera or on air, regarding routine issues. Prepares briefings, story ideas, tours and background information. Arranges press conferences and prepares press kits when needed. Occasionally responds to letters to the editor. Meets with community groups and visitors to provide welcome and general information and makes available information packets to new or prospective residents and businesses.

3. Coordinates meetings related to the development of information strategies on Department-wide programs and information in conjunction with Department Director and Deputy Directors, including information designed to keep the public informed of the Departments programs, accomplishments. Edits documents and publications for consistency with overall City and Department message and brand. Serves as liaison and coordinates significant initiatives and projects, including developing specialized public relations and communication plans between the Parks & Recreation Department and the City Manager's Office on the Communications Team, to ensure that all communications concerning public outreach, outreach plans, sensitive issues, and public initiatives align with City policies and practices. Develops and recommends communications plans and strategies.
4. Prepares and distributes all needed graphics in support of job responsibilities including fact sheets, talking points, news releases, website articles, photographs, scripts or articles that publicize the City's messages. Creates or directs the creation of brochures, posters, flyers, advertisements, and other information and promotional materials. Contracts with service providers when necessary, for the production of a variety of Department and City-wide publications.
5. Oversees or coordinates response to citizen complaints and problem resolutions; as needed. Serves as liaison for Department and coordinates meetings on issues related to complaints; is available to conduct and/or refer mediation cases for residents and business.
6. Manages contact logs and issue files; enters data and generates reports. Tracks emerging issues, local news, and community events. Monitors feedback and provides responses. Remains current on emerging issues, local news, and community events. Maintains contact logs and issue files; enters data and generates reports.
6. Provides information needed and makes recommendations for consideration of department goals, budget, policies and procedures. Assists in preparing program budget including service determination and capital purchases. Prepares bids and contracts for public outreach campaigns, graphic design, video productions, printing and other services.
7. Coordinates and facilitates meetings and public events. May serve as Department liaison for planning of major community events. Advises Department staff on aspects of communications; prepares Department staff when requested to serve as a media spokesperson in coordination with the Public Information Office.
8. Establishes and maintains designated project hotlines. Consults with LOPR and City management on identifying effective techniques for communicating policies and programs, and for dealing with sensitive issues. Ensures Department adequately fulfills public information duties during emergency situations. Assists and responds to public information inquiries, media requests, and regional coordination. Distributes emergency closure information and public notices, updates websites and updates external and internal emergency communication sources.
9. Serves as the Department's sponsorship lead, solicits, recruits and retains partners and sponsors through various efforts, including package development for businesses and individuals interested in financial partnerships with the Department. Works with Division Supervisors and Managers to assess needs for sponsorship funding opportunities, serves as the liaison between the sponsor and the Department, and secures revenue support for various programs, projects and facilities.
10. Prepares award and grant applications to other government agencies and private foundations as needs are determined.
11. May supervise temporary or contract employees and interns develop annual work programs and evaluate performance of staff. Leads the work of the Department Graphic Artist. Responsible for training, orientation and review of work.
12. Performs other duties of a similar nature or level.

Minimum Qualifications

Knowledge of:

- English grammar and composition.

- Principles and practices of community outreach, marketing, and administration related to intergovernmental relations, strategic planning, and project management.
- Local, state, and federal laws pertaining to public information.
- Writing, editing, photography, design, and media.
- Community resources and organizations.
- Presentation techniques.
- Customer service programs and employee communication.
- Internet, databases and reference manuals.
- Personal computers and related software applications.
- Conflict resolution techniques.
- Intermediate to advanced layout, graphics, design, and printing techniques.
- Functions of local government.
- Bid proposals and contract preparation.
- Supervisory theories and principles.
- Personal computers and related software applications.
- Ability to take complex information and communicate it in a way that makes it accessible and understandable to the community.

Skills and Abilities to:

- Write clear and concise reports, letters, and other written material.
- Communicate and interact with co-workers, supervisor, public officials, the media, and the general public, etc. with sufficient skill to exchange or convey information in a clear and concise manner, and to establish and maintain effective relationships.
- Conduct sound research and prepare informative written and oral reports resulting from this research.
- Maintaining confidentiality of private and sensitive information and documents.
- Prepare and implement work plans for special projects.
- Exercise good judgment in the performance of job duties, demonstrating tact and resourceful problem solving.
- Interpret local, state and federal laws and regulations.
- Publicize events and public hearings; translate complex or technical materials into common forms.
- Make presentations to large groups.
- Resolve conflicts.
- Promote positive public relations.
- Use personal computers and related software applications, including graphics programs.
- Evaluate or summarize data.
- Work effectively and manage projects under deadline pressure.
- Provide good customer service.
- Effectively establish, manage, and facilitate partnerships.
- Facilitate group processes.
- Prioritize and organize work.
- Use independent judgement; interpersonal, problem solving, and conflict resolution skills.
- Comply with safety requirements of the position and actively promote safe work practices.
- Communicate effectively with coworkers, management, elected officials and the general public, and display excellent interpersonal skills and awareness of controversial and/or sensitive issues.

Education, Training and Experience:

A typical way of obtaining the knowledge, skills and abilities outlined above is through obtaining a Bachelor's degree in Journalism, Public Relations or similar field and minimum five years' experience in

public information; or an equivalent combination of training and experience sufficient to successfully perform the essential duties of the job such as those listed above. A Masters degree in applicable field is preferred.

Licensing and Other Requirements:

Positions in this classification require the ability to possess and maintain a valid driver’s license and ability to meet the City’s driving standards. Duties will occasionally involve working in adverse or inclement weather conditions; dealing with distraught or difficult individuals; attending meetings or activities outside normal working hours; occasional response to emergency conditions during off-hours; operation of a motor vehicle on public roads.

Physical and Mental Demands

Frequent repetitive motions including, but are not limited to, hand, wrist and finger movements; daily walking, reaching, standing, talking, hearing and seeing. Sedentary Work: Exerting up to 10 pounds of force occasionally and/or a negligible amount of force frequently or constantly to lift, carry, push, pull or otherwise move objects, including the human body. Sedentary work involves sitting most of the time. Jobs are sedentary if walking and standing are required only occasionally and all other sedentary criteria are met.

Persons with disabilities may be able to perform the essential duties of this class with reasonable accommodation. Reasonable accommodation will be evaluated on an individual basis and depend, in part, on the specific requirements for the job, the limitations related to disability and the ability of the hiring department to accommodate the limitation.

Department Director **Date**

Human Resources Director **Date**

Employee **Date**

This job description does not constitute an employment agreement between the employer and employee and is subject to change by the employer as the needs of the employer and requirements of the job change.