



City of Lake Oswego, Oregon

Job Description

CITIZEN INFORMATION SPECIALIST

FLSA Status: Non-exempt

Union Representation: LOMEA

Salary Grade: 547

Job Code: 5072

Class Summary

Under general direction plans, organizes and facilitates public information efforts for the City; manages and coordinates Citywide and internal publications, events, and information activities; promotes awareness and understanding of City services, policies, projects, and issues; assists with dispute resolution efforts, media relations, emergency management program coordination; responds to citizen complaints and requests; and as part of a team, works cooperatively to support duties and tasks.

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 City services, policies, and issues; ensures response to citizen complaints and requests.
2. Writes, lays out, and edits the City newsletter and electronic newsletter in collaboration with department directors and staff, with oversight by the City Manager or designee. Conducts interviews, gathers information, takes pictures, and selects graphics for use in the monthly publication. Oversees the production process from pre-press to delivery.
3. 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. As needed, meet with community groups and visitors to provide welcome and general information and makes available information packets to new or prospective residents and businesses.
4. Coordinates meetings related to the development of information strategies on City-wide programs. Conducts City-wide information activities in conjunction with Department Directors, including information designed to keep the public informed of the City's programs, accomplishments, and points of view. Edits City documents and publications for consistency with overall City message. Develops and recommends communications plans and strategies.
5. Prepares and distributes all needed graphics in support of job responsibilities including fact sheets, talking points, news releases, website articles, photographs, scripts, articles or videotapes that publicize the City's message. Creates or directs the creation of brochures, posters, flyers,

advertisements, and other information and promotional materials. Contracts with service providers when necessary, e.g. production of City Newsletter.

6. May oversee or coordinate response to citizen complaints and problem resolutions; as needed, serves as liaison for City departments and coordinates meetings on issues related to complaints; is available to conduct and/or refer mediation cases for residents and business.
7. Provides information needed for consideration of department goals, budget, policies and procedures. Remains current on emerging issues, local news, and community events. . Maintains contact logs and issue files; enters data and generates reports.
8. Assists in preparing program budget including determining services and capital purchases. Monitors program expenditures ensuring it remains within budget.
9. Coordinates and staffs City-wide meetings and public events. May serve as City liaison for planning of major community events.
10. Consults with City management on identifying effective techniques for communicating City policies and programs, and for dealing with sensitive issues. As needed, establishes and maintains designated City hotlines.
11. Prepares award and grant applications to other government agencies and private foundations as needs are determined. Ensures Citizen Information Center has appropriate public relations materials and resources to meet public requests for information
12. Prepares bids and contracts for public outreach activities, graphic design, video production, printing and other services.
13. May supervise Citizen Information staff and other temporary or contract employees and interns, develop annual work programs and evaluate performance of staff. Responsible for training, orientation and review of work.
14. Ensures City adequately fulfills public information duties during emergency situations. Fills public information officer role in emergency situations and when the Emergency Operations Center (EOC) is activated. Staffs EOC 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 hotline.
15. Provides support to Emergency Management functions as requested including coordinating training, developing policies and procedures, acts as liaison between Emergency Manager, other departments, outside agencies, businesses and the general public, and assists in other emergency planning and preparedness activities as requested.
16. Performs other duties of a similar nature or level.

Minimum Qualifications

Knowledge of:

- English grammar and composition.
- 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.

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.
- 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.

May be required to work evenings and weekends. Duties will occasionally involve dealing with distraught or difficult individuals and attending meetings or activities outside normal working hours.

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.