

**JOB DESCRIPTION
CITY OF SPRINGFIELD**

**HUMAN RESOURCES DEPARTMENT
EMPLOYMENT AND
COMPENSATION DIVISION**

Job Title	<u>Public Information Administrator</u>
Sch & Grade	<u>PAT-9</u>
Class Code	<u>BH84</u>
FLSA Status	<u>Exempt</u>
Bargain Unit Elig.	<u>Not Eligible</u>
Occupational Group	<u>Public Information & Education</u>

PRIMARY PURPOSE:

To plan, coordinate and administer the public information program of the Springfield-Greene County Park Board Work involves a wide variety of public relations activities, major media advertising campaigns, marketing programs, and various special projects.

SUPERVISION:

Under the general supervision of the Director of Parks and Assistant Directors. Supervises assigned departmental PIO staff.

DESCRIPTION OF WORK

ESSENTIAL FUNCTIONS

1. Prepares press releases (including public service announcements) regarding the Park Board's various events, programs and facilities; grants and new programs; develops and presents public relations programs to Department employees.
2. Responsible for helping develop and coordinate efforts associated with Park Board printed and web-based material, including brochures, catalogs, fliers, and in-house literature.
3. Assists in the overall preparation and dissemination of information regarding Park Board activities and opportunities, including speaking to groups, giving tours, attending community meetings, etc.
4. Serves as Park Board media liaison to the City's and County's Public Information Offices.
5. Develops and coordinates departmental groundbreakings, ribbon-cuttings, and park openings.
6. Prepares departmental media budget, including researching the availability of state or federal funds, and preparing grant applications where appropriate.
7. Supervises assigned staff members, including providing training, assigning and scheduling work, conducting performance evaluations, initiating disciplinary actions, etc.
8. Serves as a member of the Parks management team including advising department management on public relations, marketing, and communications issues and participating in department policy development.
9. Participates in the planning process for the construction of Park Board-operated facilities to provide input on media needs for facilities and recommends and coordinates the purchase of necessary media equipment.
10. Works closely with all departmental divisions to maximize visibility of Park Board offerings and opportunities to the community.
11. Performs Park Board Emergency Communications functions and handles media inquiries for weather or disaster emergencies.
12. Works with state, regional and national bodies to properly promote Park Board activities, facilities and employee achievements.
13. Develops and oversees content for regular Park Board TV program opportunities. Responsible for helping create departmental presentations as required by City Manager's Office, Mayor and City Council, Park Board, County Commission, etc.
14. Coordinates Park Board internship program, working with each division to meet their internship goals and requirements.
15. Prepares and presents clear and concise reports.
16. Travels frequently to off-site locations for Park Board programs, activities and special events.

IMPORTANT FUNCTIONS:

1. Participates in professional development activities including attending various conferences and seminars.
Performs related work as required.

QUALIFICATIONS REQUIRED:

Any combination of education, training, and experience providing the following knowledge, skills, and abilities:

Knowledge

Extensive knowledge of the principles and procedures involved with electronic and print media; effective public speaking techniques, community involvement methods, and various media resources and requirements; principles, theories and practices of public relations.

Abilities

Manage and coordinate activities and assigned personnel involved with Park Board media efforts; writing and production skills for electronic and print media; speak clearly, concisely, and effectively; communicate effectively both verbally and in writing; prepare and present speeches and presentations to elected officials and the general public; effectively supervise staff and resources; control confidential and sensitive information; work effectively in a fast-paced environment and under pressure; make sound recommendations and decisions utilizing discretion and judgment; prepare and present clear and comprehensive reports; follow oral and written instructions; deal effectively and courteously with associates, elected officials, various interest groups, members of the media, and the general public; establish, maintain and foster effective working relationships with those contacted in the course of work; model and promote acceptance and respect for differences among employees and citizens; perform effectively as a member of a team in carrying out the Park Board’s stated mission and philosophy; perform the essential functions of the job without posing a direct threat to the health and safety of others.

Experience, Education, and Training

Graduation from an accredited college or university with a Bachelor's Degree in broadcasting, television, media, communication, journalism or related field plus three years responsible experience in management of media operations and productions. Directly related work experience may be substituted for the education requirement on a year-for-year basis.

Physical Requirements

Perform bending, squatting, kneeling, and reaching from ground level to six feet in height; must be able to hold and grip objects; must be able to lift and carry objects weighing 25 pounds such as video cameras. Must be able to produce and edit video and audio products for the desired quality, clarity and effect. Subject to periods of prolonged sitting.

Working Environment

Both indoor and outdoor environments which may involve a variety of extreme weather conditions.

Licensing/Certification

None required.

Miscellaneous Requirements

Will require some weekend and evening hours. Must be able to provide transportation at any given time during assigned working hours. (NOTE: If incumbent drives a vehicle, must possess a valid Missouri Motor Vehicle Operator's license and have appropriate insurance for privately owned vehicle.)

Last Revision:	February 14, 2012	GENERAL ORDINANCE NO. 5708
Comments:	Updated Abilities	Date: August 2007

I have read the foregoing job description in its entirety and understand its contents. I can perform the essential functions outlined with or without reasonable accommodation under the Americans with Disabilities Act.

Signed: _____ **Date:** _____