

PUBLIC INFORMATION DIRECTOR (1800)

Task List 2020

1. Advises management regarding the potential public relations effect of proposed policies and action such as operational changes in order to minimize disruption to the public.
2. Assists management in the formulation and modification of department public relations policies such as social media guidelines in order to maintain the appropriate presence and relevance.
3. Oversees and coordinates department relations with the communications media such as reporters in order to ensure the accurate and prompt dissemination of information.
4. Supervises and participates in gathering, preparing and disseminating information regarding topics such as department policies, services, and activities in order to effectively inform the public.
5. Writes or edits promotional or educational materials such as maps or brochures in order to release to the public and communications media.
6. Manages the production of public relations material such as exhibits, videos and Power Point presentations in order to maintain the consistency of the department's vision and image.
7. Participates in public relations activities, such as publicity and fund-raising functions in order to elevate the department's status.
8. Selects, orients, assigns, trains, counsels, and disciplines employees using job-related criteria such as education in order to adhere to Equal Employment Opportunity guidelines.
9. Develops and promotes interest in citizen support groups such as neighborhood councils and volunteer opportunities in order to elevate the department's community awareness.
10. Writes speeches and speaks before civic and other organizations about department activities such as construction projects in order to educate the community.
11. Provides functional direction for public relations projects and activities performed on contract by private companies such as sign making in order to ensure quality.
12. Prepares and coordinates the preparation of the department's annual, progress, and special reports such as social media analysis in order to brief managers and executives.
13. Prepares an annual budget request for publicity and public relations activities and cost estimates for proposed special activities such as media days and community outreach programs in order to ensure effective use of public funds.
14. Creates and implements social media campaigns such as live Facebook events in order to promote departmental activities.
15. Writes and implements public relations or communication plans such as a schedule of on call staff in order to prepare for known events or emergencies.