



City of Tempe

PUBLIC INFORMATION OFFICER

JOB CLASSIFICATION INFORMATION

<i>Job Code:</i>	297	<i>Department / Office:</i>	Communication & Marketing
<i>Supervision Level:</i>	Non-Supervisor	<i>State Retirement Group:</i>	ASRS
<i>Status:</i>	Classified	<i>Market Group:</i>	Public Information Officer
<i>Safety Sensitive / Drug Screen:</i>	No	<i>Physical:</i>	No

Click [here](#) for more job classification information including current salary range.

REPORTING RELATIONSHIPS

Receives direct supervision from the Communication & Marketing Director.
May provide functional and technical direction as needed.

MINIMUM QUALIFICATIONS

<i>Experience:</i>	Three (3) years of experience in the areas of marketing, communications, public relations or journalism. Experience with a government agency is preferred.
<i>Education:</i>	Bachelor's degree from an accredited college or university with major course work in marketing, public relations, communications, journalism, advertising, public administration, or a degree related to the core functions of this position.
<i>License / Certification:</i>	Possession of a valid driver's license.

ESSENTIAL JOB FUNCTIONS

Essential job functions are the fundamental duties of a position: the things a person holding the job absolutely must be able to do.

To actively support and uphold the city's stated mission and values. To promote the city's brand and contribute to the fulfillment of the city's communication goals and objectives. To perform a variety of professional work involving media relations, marketing, branding, community outreach, social media, special programs and other communication strategies for the city as a whole and/or within assigned city departments/offices/divisions.

OTHER DUTIES AS ASSIGNED

Please note this job description is not designed to cover or contain a comprehensive listing of all activities, duties or responsibilities that are required of the employee for this job. Duties, responsibilities and activities may change at any time with or without notice.

- Promote the City of Tempe brand. Work toward fulfillment of goals and objectives devised by the Communication & Marketing Office. Work collaboratively among all members of the division to position city programs, events and issues, and market the city as a whole.
- Devise and execute comprehensive communication plans for programs, events and issues, using a variety of tools, including media relations, printed materials, advertising, videos, social media, online resources, events and more. Among others, this could include functions like: writing press releases, newsletter articles, editorials and scripts; co-producing Tempe 11 videos; pitching stories to local, trade and national media; crafting official city messaging; coordinating interviews with city spokespeople and participating in media interviews; purchasing promotional items; and coordinating advertising opportunities.
- Devise strategy and create quality, engaging content for social media accounts. This includes short videos, photos and graphics. Produce other digital content such as e-newsletters and podcasts. Work with a variety of digital communication and marketing tools. Monitor social media comments and pull and use digital tool analytics to improve outreach and engagement.
- Engage with real people in the community to gather information, photos, videos, quotes and more.
- Monitor and collaborate with employees who assist with social media, website and graphics within departments.
- Create and maintain webpages that are accurate, consistent, interactive, easily navigable, visually appealing and reflective of Tempe’s brand Regularly seek and use website analytics to improve web presence and campaigns.
- Plan and staff certain promotional community events and activities, including those that occur outside of typical operating hours.
- Work with community organizations and stakeholders, depending on assignment, including the business community, Arizona State University, school districts, Tempe Chamber of Commerce, Tempe Tourism Office, Downtown Tempe Authority, Regional Public Transportation Authority/Valley Metro, Maricopa Association of Governments, or state and federal agencies to coordinate marketing and public information efforts.
- Counsel elected officials and city staff members in the management of media issues and in the communication of programs, policies, events and more.
- Ensure the dissemination of accurate and timely information to the public during crises or emergencies.
- Perform related duties as assigned.

COMPETENCIES

<i>CLASSIFICATION LEVEL</i>	<i>INCLUDES</i>	<i>COMPETENCIES</i>
Foundational	All Employees	Inclusion, Communication, Interpersonal Skills, Integrity, Professionalism, and Willingness to Learn
Non-Supervisory	In Addition >	Teamwork, Customer Service, Initiative, and Dependability / Reliability

Supervisory	In Addition >	Staffing, Monitoring Work, Delegating, Development / Mentoring, and Support Others
Manager	In Addition >	Preparing / Evaluating Budgets, Monitoring / Controlling Resources, and Motivating / Inspiring
Deputy Director	In Addition >	Entrepreneurship and Networking
Director	In Addition >	Organizational Vision
<p><i>For more information about the City of Tempe's competencies for all classifications:</i> City of Tempe, AZ : Competencies</p>		

JOB DESCRIPTION HISTORY
<p><i>Effective April 2012</i> <i>Revised April 2021 (update physical demands and work environment)</i> <i>Revised March 2022 (update job duties)</i></p>

PHYSICAL DEMANDS AND WORK ENVIRONMENT

Job Title: Public Information Officer

Job Code: 297

VEHICLE OPERATION	YES	NO
Will this position drive a City vehicle?	X	
Will this vehicle require a Commercial Drivers License?		X

	Never	Occas.	Freq.	Contin.
	0% of time	1-35% of time	36-65% of time	66-100% of time

WORK WITH OR EXPOSURE TO THE FOLLOWING				
Machinery*	X			
Electrical*	X			
Power Tools*	X			
Hand Tools*	X			
Personal Protective Equipment*	X			
Computer Software			X	
Fumes	X			
Chemicals	X			

ENVIRONMENT				
Indoors			X	
Outdoors		X		
Working in or around water	X			
Extreme Heat	X			
Extreme Cold	X			
Office Setting			X	
Confined Spaces	X			
Excessive Noise**	X			
Heights	X			
Sewage Exposure	X			
Bodily Fluid Exposure	X			

ENDURANCE				
Sit			X	
Stationary / Stand		X		
Traverse / Move		X		

VISION REQUIREMENTS	YES	NO
Close (clear vision at 20 inches or less)	X	
Distance (clear vision at 20 feet or more)	X	
Color (ability to identify and distinguish colors)	X	
Depth Perception (three-dimensional vision, ability to judge distances and spatial relationships)	X	
Peripheral (ability to observe an area that can be seen up and down or to the left and right while eyes are fixed on a given point)	X	
Ability to adjust focus (ability to adjust the eye to bring an object into sharp focus)	X	
No Special Vision Requirements		X

Maximum LIFT / CARRY	Lift	Carry
5-25lbs	X	X
26-50lbs		
51-75lbs		
76-100lbs		

Maximum PUSH / PULL	Push	Pull
5-25lbs		
26-50lbs		
51-75lbs		
76-100lbs		

MOVEMENT	YES	NO
Bend / Stoop / Twist		X
Crouch / Squat		X
Kneel / Crawl		X
Above Shoulder Level		X
Below Shoulder Level		X
Repetitive Arm Use		X
Repetitive Wrist Use	X	
Repetitive Hand Use	X	
Neck Range of Motion		X
Climb Stairs / Ladders		X
Traverse Uneven Surface		X
Traverse Even Surface		X

ADDITIONAL CONSIDERATIONS:
- May require working extended hours.

*DEFINITIONS/EXAMPLES
Machinery: bucket truck, riding mowers, backhoe etc.
Electrical: wiring, outlets, fuses etc.
Power Tools: push mowers, jackhammers, drills, chainsaw etc.
Hand Tools: hammers, wrenches, shovels, wheel barrels, saws etc.
Personal Protective Equipment: respirators, Tyvek coveralls, hard hats, fall protection harness etc.

**** Hearing test is required**