

**CITY OF FORT WAYNE JOB POSTING**

**Applicants must meet duties/essential functions and minimum requirements.**

Job Vacancy:	<b>Public Information Officer</b>	Department:	Parks and Recreation
Requisition Number:	2018157		
Hours:	8:00 am to 5:00 pm, may vary	Rate of Pay:	\$58,038.09 Annually
Date Posted Up:	6/6/18	Date Posted Down:	Until Filled
Time Up:	12:00 pm	Time Down:	

**SUMMARY**

Working under the direction of the Manager Lead of Marketing incumbent serves as the public information officer (PIO) for the department, disseminating information via traditional media, social media, internal communication, public meetings, and special events. As PIO, the incumbent protects and develops the public image of the department and ensures effective communication with the Mayor's PIO Office as well as PIOs in other City departments, and serves as community relations for the Parks and Recreation Department. The incumbent would be active in the community gathering information, interacting with the public and gathering photos and videos as a representative of the City of Fort Wayne. The incumbent is expected to exercise good judgment, independence, initiative, and professional expertise in conducting day-to-day operations. All work duties and activities must be performed in accordance with the City safety rules and operating regulations, policies and procedures as well as federal, state, and local regulations.

**ESSENTIAL DUTIES AND RESPONSIBILITIES** include the ability to interact with the public, City incumbents, and outside agencies with patience, tact, respect, and professionalism and the following. Other duties may be assigned.

- Represents the Parks & Recreation Department by delivering information regarding the issues of the department to community and business organizations, mass media, and the public;
- Serves as the primary department contact for media and develops and executes media events and news conferences;
- Provides information requested by the media and/or public;
- Writes and circulates various written documents including news releases on routine program availability, talking points, park issues of public concern, articles for publication, Op-Ed's, blogs, letters, proclamations, presentations, and speeches;
- Plans and develops materials for submission in various award competitions;
- Nurtures and maintains positive public relations with all contacts and is responsive and empathic to their requirements and positions;
- Solicits and negotiates with media sponsors and follows-up with details regarding such sponsorships;
- Prepares public service announcements for broadcast;
- Coordinates interactions between department liaisons and community organizations and individuals for mutual understanding and for the benefit of the Parks Department;
- Schedules and conducts public speaking engagements;
- Seeks out and manages television, radio and other interview opportunities;
- Communicates effectively in both oral and written form with diverse individuals;
- Competent and effective with computer software, hardware, and communication networks including but not limited to the Microsoft Office Suite and products and general standard office equipment.
- Performs duties and responsibilities with accuracy and speed under the pressure of time-sensitive deadlines.
- Administers digital outreach plan regarding social media platforms.
- Documents print media stories about the department.

- Prepares electronic newsletters for distribution.
- Coordinates the publication of the Annual Report.

### **MARGINAL FUNCTIONS**

Performs other duties as required.

### **PERFORMANCE EXPECTATIONS**

The incumbent is responsible to manage their performance in accordance with this job description and the performance expectations provided to them by management. If at any time the incumbent is unsure of their role or specific responsibilities, it is the incumbent's responsibility to refer to their job description and ask for clarification from their supervisor. Management will work with the incumbent, as needed, to ensure performance expectations are clearly communicated and performance goals are achieved.

### **SUPERVISORY RESPONSIBILITIES**

This job has no supervisory responsibilities.

**QUALIFICATIONS** To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

This job description is not to be considered complete, all-inclusive, and/or limiting in scope of the essential functions, responsibilities, duties and requirements of the position. It is intended only as a guide to the individual of minimum expectations. The employer reserves the right to modify, expand, change, eliminate and/or update this document and the position due to changes in business, technology, or other unforeseeable circumstances at any time. The incumbent will be notified of changes.

### **EDUCATION and/or EXPERIENCE**

- Any combination of education and/or experience equivalent to a bachelor's Degree with major course work in marketing, communication, parks and recreation or a related field;
- Equivalent of five years experience in public relations, fund development, marketing or communications.

### **OTHER KNOWLEDGE, SKILLS and/or ABILITIES**

- Demonstrated knowledge of the principles and practices of public information correspondence, including the writing of news releases, public service announcements, and speeches;
- Ability to communicate concepts, ideas and supporting facts in both written and oral form with sensitivity to the most effective method;
- Ability to establish and maintain an effective working relationship with administrative staff, fellow managers and other City personnel, the media, community organizations and the general public;
- Demonstrated public speaking ability;
- Time management, organization and independent work experience;
- Ability to communicate in various journalistic styles;
- Ability to develop and implement new technologies and leverage social media platforms for communication directly with the public;
- Strong team member with a willingness to collaborate and assist other marketing staff;
- Ability to work calmly under intense pressure to meet deadlines;
- Competent and effective with computer software, hardware, and communication networks including but not limited to the Microsoft Office Suite and products and general standard office equipment;
- Additional skills with photography and/or video editing are a plus.

**LANGUAGE SKILLS**

Ability to read, analyze, and interpret general business periodicals, professional journals, technical procedures, or governmental regulations. Ability to respond to common inquiries or complaints from customers, regulatory agencies, or members of the business community. Ability to write speeches and articles for publication that conform to prescribed style and format. Ability to effectively present information to top management, public groups, and/or boards of directors.

**MATHEMATICAL SKILLS**

Ability to add, subtract, multiply, and divide in all units of measure, using whole numbers, common fractions, and decimals. Ability to compute rate, ratio, and percent and to draw and interpret bar graphs.

**REASONING ABILITY**

Ability to solve practical problems and deal with a variety of concrete variables in situations where only limited standardization exists. Ability to interpret a variety of instructions furnished in written, oral, diagram, or schedule form.

**CERTIFICATES, LICENSES, REGISTRATIONS**

None.

**PHYSICAL DEMANDS** The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is regularly required to sit; use hands to finger, handle, or feel; and talk or hear. The employee frequently is required to stand and reach with hands and arms. The employee is occasionally required to climb or balance; stoop, kneel, crouch, or crawl. The employee must regularly lift and/or move up to 10 pounds and occasionally lift and/or move up to 25 pounds.

**WORK ENVIRONMENT** The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

The noise level in the work environment is usually moderate.

Applications may be submitted on-line at [www.cityoffortwayne.org](http://www.cityoffortwayne.org) or using the City of Fort Wayne Human Resources Department computer kiosks located at Citizen's Square, 1<sup>st</sup> Floor, 200 E. Berry Street, Fort Wayne IN between the hours of 8:00 a.m. – 4:00 p.m. Applicants must be 18 years of age or older. Reasonable accommodations for person with a known disabling condition will be considered in accordance with State and Federal Law.

(Those individuals who accept employment with the City and live outside one of the six contiguous Indiana counties that border Allen County (DeKalb, Whitley, Noble, Huntington, Wells, and Adams) will have six (6) months from their start date to become residents of either Allen County or one of the six counties listed above. Policy and Procedure Number 204 Page: 1 of 1)

**Equal Opportunity Employer**

All qualified applicants will receive consideration for employment without regards to age, race, color, religion, sex, disability, veteran's status, national origin, genetic information or sexual orientation. Reasonable accommodations for persons with a known disabling condition will be considered in accordance with State and Federal Law.