



## **PUBLIC INFORMATION OFFICER**

*Class specifications are only intended to present a descriptive summary of the range of duties and responsibilities associated with specified positions. Therefore, specifications may not include all duties performed by individuals within a classification. In addition, specifications are intended to outline the minimum qualifications necessary for entry into the class and do not necessarily convey the qualifications of incumbents within the position.*

### **DEFINITION:**

Under general supervision of the Air Pollution Control Officer, performs a variety of assignments in planning, organizing, coordinating, and implementing a comprehensive public information program for the District.

### **CLASS CHARACTERISTICS:**

Incumbents work with minimal supervision and may either lead or supervise projects, providing guidance and oversight to other professional staff; responsibility for assignments of substantial complexity and sensitivity requiring an in-depth knowledge of District programs, rules, and operations, and Local, State and Federal laws governing air pollution; performs high level professional public education and outreach work; serve as community and media liaison; performs related work as assigned; and, is regularly privy to the decisions or recommendations of APCD management affecting employer-employee relations.

### **ESSENTIAL FUNCTIONS:** *(includes but are not limited to the following)*

- Develops, implements, coordinates and tracks the public information, outreach, and education program to promote understanding of air quality subjects and of the District's mission and voluntary and regulatory programs.
- Coordinates District responses to media inquiries including providing quotes and managing response. Acts as a liaison for, and representative of, the District with the news media and the community; maintains positive relationships with local news media.
- Develops, directs and/or delivers presentations to the Board, schools, community groups and conferences; and coordinates displays and District participation at community events.
- Researches, organizes, develops, updates, and edits informational materials including, but not limited to, technical documents, web pages, social media, newsletters and other publications, public notices, news releases, presentations, advertising scripts and materials, and other materials.
- Tracks, reviews, analyzes Local, State and Federal air quality media coverage.
- Participates with District Management in the development and implementation of District goals, objectives, policies and procedures; develops and tracks section budget.
- Supervises and manages interns within the public outreach program, and coordinates contractors' contributions to outreach projects.
- Represents the District and participates on Local, Regional, State and Federal committees for public education and outreach activities related to air quality issues (e.g., CAPCOA Public Outreach Committee, NACAA Education and Outreach Committee).
- Provides general information regarding all aspects of air quality to the public.

- Provides internal support for review of documents, public notices and reports.
- Able to work full time and to successfully perform all of the essential functions of the position.
- Other duties as assigned and as required to fulfill the essential functions of the position.

**WORKING CONDITIONS:**

Position requires prolonged sitting, standing, walking, reaching, twisting, turning, kneeling, bending, squatting, and stooping in the performance of daily activities. The position also requires grasping, repetitive hand movement and fine coordination in writing, designing web sites and evaluating data using a computer keyboard. Additionally, the position requires near vision in reading correspondence, statistical data on the computer, and acute hearing is required when providing telephone service and communicating in person. The need to lift, drag and push files, displays or other materials weighing up to 25 pounds also is required.

Independent travel is required. Work is performed primarily in an office environment, however fieldwork may be required and exposure to outside weather conditions is possible. Fieldwork involves moderate physical exertion such as walking, bending, stooping, kneeling, squatting, twisting, reaching, climbing, and working on uneven surfaces.

**QUALIFICATION GUIDELINES:** *(The following are minimal qualifications necessary for entry into the classification)*

**Education and/or Experience**

Any combination of education and/or experience that has provided the knowledge, skills, and abilities necessary for acceptable job performance. Example combinations include:

Graduation with a bachelor's degree from an accredited college or university with a major in journalism, communications, public relations, environmental science, public or business administration or a closely related field and at least two years of professional experience in writing and disseminating public information, including speaking before groups, liaison responsibilities with individuals and representatives from community and civic groups, and one additional year of increasingly responsible professional experience performed in an independent manner.

**KNOWLEDGE/ABILITIES/SKILLS:** *(The following are a representative sample of the KAS's necessary to perform essential duties of the position)*

**Knowledge of:**

Local, State and Federal laws pertaining to air quality; District rules and regulations, policies and procedures; air pollution or related environmental issues; research techniques, methods, and procedures; Local, State and Federal government organization; principles and practices of public and community relations, mass communications, and the media written and oral communication.

**Ability to:**

Deal tactfully and effectively with the public, media, and representatives of the business community; recommend and implement goals and objectives; communicate effectively orally and in writing; prepare and present speeches, articles, and scripts; exercise appropriate judgment in answering questions and releasing information; analyze technical information and translate into understandable format for regulated sources and the general public; and, establish and maintain effective working relationships.

**Skill in:**

Researching, compiling, and summarizing a variety of complex and technical reports and informational materials; composing clear and complete technical, educational, and informational reference materials for industry and public use; maintaining accurate records and files; interpreting and applying Federal, State, and Local laws, regulations, policies, procedures, and standards pertaining to the environmental review and planning process; performing and coordinating activities, such as the collection, analysis, and preparation of reports and recommendations; reading and interpreting laws, policies, procedures, regulations, maps, specifications, graphs and statistical data; exercising sound independent judgment within established policy guidelines; operating personal computer and a variety of word processing, data management and other software applications.

**SPECIAL REQUIREMENTS:**

Possession of or ability to obtain and maintain a Class C California driver's license.

FLSA: Exempt  
Form 700 Required  
Confidential/Unrepresented, Unit 32

Adopted: June 21, 2018