

## Class Title: Public Relations Specialist

### BRIEF DESCRIPTION OF THE CLASSIFICATION:

Communicates with the media, bureau members, and other parties in order to create and maintain a favorable public image. Develops, writes and designs printed and promotional materials.

### ESSENTIAL FUNCTIONS:

*This information is intended to be descriptive of the key responsibilities of the classification. The following examples do not identify all duties performed by any single incumbent. Specific requirements of individual positions are described in the Job Description.*

Physical Strength Code		ESSENTIAL FUNCTIONS
1	L	Communicates with media and the public by responding to information requests, writing and distributing press releases and calendars of events, following up with media contacts, and developing and distributing media kits.
2	S	Develops and creates promotional materials by gathering event information, taking and selecting photographs, writing articles for the newsletter and the annual report, developing the layout with graphic designer, updating event information on the website, and creating fliers, invitations and signs.

CSC Adopted: October 2001, CSC Revised: \_\_\_\_\_

**CLASS REQUIREMENTS:**

<b>CLASS REQUIREMENTS</b>	
Formal Education / Knowledge	Work requires broad knowledge in a general professional or technical field. Knowledge is normally acquired through four years of college resulting in a Bachelor's degree or equivalent.
Experience	Three years experience.
Certifications and Other Requirements	Valid Driver's License may be required depending on assignment.
Reading	Work requires the ability to read correspondence, contracts, press releases, and publications.
Math	Work requires the ability to perform general math calculations such as addition, subtraction, multiplication and division.
Writing	Work requires the ability to write press releases, reports, publications, correspondence, and newsletters.
Managerial	Managerial responsibilities include planning activities and special events, and designing newsletters.
Budget Responsibility	Prepares documents and does research to justify language used in documents for a unit of a department and may recommend budget allocations.
Supervisory / Organizational Control	Job has no responsibility for the direction or supervision of others.
Complexity	Work is governed by broad instructions, objectives and policies. Work requires the exercise of considerable initiative and independent analytical and evaluative judgment.
Interpersonal / Human Relations Skills	Contacts others within the organization. These contacts may involve similar work units or departments within the City which may be involved in decision making or providing approval or decision making authority for purchases or projects. Works with individuals outside the City who may belong to professional or peer organizations. Working with various state and federal agencies may also be required. Vendors and suppliers may also be called upon for information on purchases, supplies or products. Meetings and discussions may be conducted with customers, citizens, civic leagues, and sales representatives.

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**OVERALL PHYSICAL STRENGTH DEMANDS:**

Sedentary	Light X	Medium	Heavy	Very Heavy
S = Sedentary Exerting up to 10 lbs. occasionally or negligible weights frequently; sitting most of the time	L = Light Exerting up to 20 lbs. occasionally, 10 lbs. frequently, or negligible amounts constantly OR requires walking or standing to a significant degree.	M = Medium Exerting 20-50 lbs. occasionally, 10-25 lbs. frequently, or up to 10 lbs. constantly.	H = Heavy Exerting 50-100 lbs. occasionally, 25-50 lbs. frequently, or up to 10-20 lbs. constantly.	VH = Very Heavy Exerting over 100 lbs. occasionally, 50-100 lbs. frequently, or up to 20-50 lbs. constantly.

**PHYSICAL DEMANDS:**

C = Continuously 2/3 or more of the time.	F = Frequently From 1/3 to 2/3 of the time.	O = Occasionally Up to 1/3 of the time.	R = Rarely Less than 1 hour per week.	N = Never Never occurs.
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*This is a description of the way the job is currently performed; it does not address the potential for accommodation.*

PHYSICAL DEMANDS	FREQUENCY CODE	DESCRIPTION
Standing	F	Copier, fax machine, filing, special events, meetings, media relations, seminars
Sitting	F	Computer, desk work, answering telephone, meetings, seminars, special events, driving
Walking	F	Inter-office, to/from meetings, to/from office equipment, to/from events
Lifting	F	Boxes, office supplies, files, reports, photographs, promotional materials, manuals
Carrying	O	Boxes, office supplies, files, reports, photographs, promotional materials, manuals
Pushing/Pulling	O	Hand cart
Reaching	F	Office supplies on shelves
Handling	F	Boxes, office supplies, files, reports, photographs, promotional materials, manuals, collating materials for mailing
Fine Dexterity	F	Computer keyboard, calculator, writing
Kneeling	N	
Crouching	N	
Crawling	N	
Bending	F	Retrieval of files from cabinet drawers, computer maintenance
Twisting	F	Computer maintenance, collating materials, retrieval of files from cabinet drawers
Climbing	F	Stairs
Balancing	N	
Vision	C	Computer, desk work, reading, meetings, seminars, photography, driving
Hearing	C	Telephone, staff, supervisors, media, meetings, seminars
Talking	C	Telephone, staff, supervisors, media, meetings
Foot Controls	O	Driving
Other (specify)	N	

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**MACHINES, TOOLS, EQUIPMENT, AND WORK AIDS:**

Computer, laser or inkjet printer, copy machine, fax machine, telephone, typewriter, Standard Microsoft Windows and Office software, PageMaker, Photoshop, Internet/Intranet, FrontPage, and FTPsoftware

**ENVIRONMENTAL FACTORS:**

D = Daily	W = Several Times Per Week	M = Several Times Per Month	S = Seasonally	N = Never
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HEALTH AND SAFETY		ENVIRONMENTAL FACTORS	
Mechanical Hazards	N	Dirt and Dust	N
Chemical Hazards	N	Extreme Temperatures	N
Electrical Hazards	N	Noise and Vibration	N
Fire Hazards	N	Fumes and Odors	N
Explosives	N	Wetness/Humidity	N
Communicable Diseases	N	Darkness or Poor Lighting	N
Physical Danger or Abuse	N		
Other (see 1 below)	N		

PRIMARY WORK LOCATION	
Office Environment	X
Warehouse	--
Shop	--
Vehicle	--
Outdoors	--
Other (see 2 below)	--

- (1)
- (2)

**PROTECTIVE EQUIPMENT REQUIRED:**

None

**NON-PHYSICAL DEMANDS:**

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NON-PHYSICAL DEMANDS	
Time Pressures	F
Emergency Situations	R
Frequent Change of Tasks	F
Irregular Work Schedule/Overtime	O
Performing Multiple Tasks Simultaneously	F
Working Closely with Others as Part of a Team	F
Tedious or Exacting Work	F
Noisy/Distracting Environment	O
Other (see 3 below)	N

- (3)