

ORDINANCE NO. 1888

AN ORDINANCE OF THE CITY OF TALLADEGA TO PROVIDE A JOB/POSITION DESCRIPTION FOR PUBLIC INFORMATION OFFICER OF THE CITY OF TALLADEGA; AND TO AMEND ORDINANCES 1835, 1845, AND 1869 IN PART.

Be it ordained by the City Council of the City of Talladega, Alabama, as follows:

WHEREAS, the City of Talladega is dedicated to providing equal opportunity for employment to all qualified applicants and ensuring fair treatment of all employees; and,

WHEREAS, pursuant to the authority of State Act Number 2004-436, Section 7, the City Manager after consultation with the Civil Service Board and the employee committee has proposed the adoption of a job/position description for a Public Information Officer as a Classified Employee of the City of Talladega; and,

WHEREAS, after reviewing the recommendations of the City Manager regarding this proposed Ordinance Number 1888, the City Council of the City of Talladega has determined that the proposed ordinance is in the best interest of the members of the Classified Service of the City of Talladega;

NOW, THEREFORE, BE IT RESOLVED, AS FOLLOWS:

Section 1. There is hereby created the position of Public Information Officer. The job title and job description are as follows:

CITY OF TALLADEGA

JOB DESCRIPTION

Job Title:	Public Information Officer		
Department:	City Manager		
FLSA:	Exempt	Grade: 10	
		Safety Sensitive Job: No	
		Security Sensitive Job:	Yes

Job Description Prepared: June 2021

Note: Statements included in this description are intended to reflect in general the duties and responsibilities of this job and are not to be interpreted as being all-inclusive. The employee may be assigned other duties that are not specifically included.

Relationships

Reports to:	City Manager
Subordinate Staff:	None
Other Internal Contacts:	All City Departments; All City Employees
External Contacts:	General Public; City Council Members; Vendors; Media; Attorneys; Community and Civic organizations; Special interest groups; Mayor; Department Heads; Insurance Companies; other cities; and Chamber of Commerce

Job Summary

Under the supervision of the City Manager, the employee is responsible for the City’s marketing and public relations outreach programs through traditional media outlets; manages the City’s social media and marketing and public relations outreach programs; oversees the creation, production, and distribution of marketing and public relations materials; coordinates and organizes special events and programs. The employee responds to questions and solves conventional problems and refers unusual, difficult, or legal issues to the City Manager, or to other appropriate resources. This job classification is identified as security-sensitive and subject to a pre-employment drug screen and background check.

Essential Functions

ESSENTIAL FUNCTIONS: The following list was developed through a job analysis; however, it is not exhaustive and other duties may be required and assigned. A person with a disability, which is covered by the ADA, must be able to perform the essential functions of the job unaided or with the assistance of a reasonable accommodation.

ESSENTIAL FUNCTION: Manages the City’s marketing and public relations outreach programs through traditional media outlets to include radio, television, and print in order to disseminate information and ensure target markets are well informed.

1. Develops comprehensive marketing and public relations strategies that utilize traditional media outlets to increase visibility and customer engagement for the City as a whole, as well as for individual special events and programs.
2. Solicits media coverage for special events, programs, new services/programs etc.
3. Plans press conferences to include selecting and obtaining location, determining time and date, and inviting attendees, including media personnel.
4. Prepares or assists the City Manager in preparing for press conferences, media interviews, etc. to include brainstorming possible questions and developing appropriate responses.
5. Conducts community meetings and press conferences concerning departmental activities, program expansions, services, etc. in order to provide information and/or solicit support for the City.
6. Coordinates interviews between department representatives (i.e., department head, employees, and/or self) and media personnel regarding events, programs, services, etc.
7. Meets with media personnel to present press releases, promote events, and provide relevant information.

8. Answers questions from reporters, public officials, fellow employees, other agencies and the public regarding matters of interest relating to department activities.
9. Other duties as assigned.

ESSENTIAL FUNCTION: Manages the City's social media marketing and public relations outreach programs using the City's website, social media outlets, e-newsletters, software programs, personal computers, smartphones, electronic tablets, and other hardware in order to disseminate information and promote the City to large, diversified target markets.

1. Develops comprehensive marketing and public relations strategies that utilize social media outlets to increase visibility and community engagement for the City as a whole as well as for individual special events and programs.
2. Utilizes various social media outlets to include, but not limited to, search engines, social networks, online advertisements, email, mobile texts, and websites.
3. Serves as the City's content administrator for all social media marketing (i.e. website, social networks, email blasts, etc.) to ensure the quality and integrity maintained.
4. Analyzes internal and external requests for usage of the City's social media outlets in order to evaluate use, content, appearance, and relation to target market(s).
5. Collaborates with department staff to prepare the content, layout, and design of social media.
6. Assists in the development of visually aesthetic webpages, social site pages, emails and other social media products.
7. Designs photographic and graphic layouts for electronic media, which conform to appropriate journalistic guidelines and procedures.
8. Manages and expands the City's social presence for all assigned social networks to include, but not limited to, Facebook, Twitter, Google, etc.
9. Responds or coordinates responses to all communications made on social media sites and/or through other digital media (i.e., email, text, etc.) in a timely manner.
10. Systematically evaluates the usage and usefulness of utilized social media.
11. Utilizes information gained from social media monitoring and evaluation to gain insight to target market(s) and make needed adjustments to marketing strategies.
12. Monitor and respond to all inquiries made through the Talladega website action center.
13. Notify Department Heads of any questions, comments, or actions that need to be addressed through the Action Center.
14. Other duties as assigned.

ESSENTIAL FUNCTION: Oversees the creation, production, and distribution of marketing and public relations materials to include newsletters, news releases, position statements, brochures, scripts, advertisements, invitations, annual reports and flyers as needed.

1. Develops the criteria, standards, and concepts of design for all marketing and public relations materials.
2. Consults with professional firms or media representatives to design and publish brochures, posters, flyers, signs, billboards, and advertisements.
3. Solicits information for a wide variety of sources to include, but not limited to, historical archives, expert interviews, and industry databases in order to gather the information needed to create marketing and public relations materials.
4. Uses statistical or historical data and other pertinent information to conduct research, compile administrative and/or public reports, and produce newsletters, brochures, and manuals.
5. Brainstorms for possible questions from the media and the public in order to develop comprehensive marketing and public relations materials designed to cover all pertinent information.
6. Reviews applicable federal/state legislation to analyze and determine what information needs to be communicated to the public.
7. Writes draft copies of newsletters, news releases, brochures, scripts, advertisements, speeches, etc.
8. Proofreads and edits newsletters, news releases, brochures, scripts, advertisements, speeches, and various other documents before they are released to the public to ensure accuracy and professionalism.
9. Prepares correspondence to answer questions, address concerns, gather information, solicit support, and/or express appreciation.
10. Designs photographic and graphic layouts for print media, which conform to appropriate journalistic guidelines and procedures.
11. Maintains clip and digital file of promotional materials such as articles, advertisements, brochures, etc. featuring the City, its programs, and special events.
12. Coordinates the printing and assembly of distribution materials using computers, printers, and copiers, as well as outside vendors, when necessary, in order to develop professional and cost-effective final products.
13. Maintains lists of media representatives, organization officials, community groups, etc.
14. Other duties as assigned.

ESSENTIAL FUNCTION: Event planner. Acts as project manager over City events. Organizes vendors, volunteers, and other necessary staffing. Creates promotional media including press releases, advertisements, billboards, audio and/or video materials.

1. Develops all marketing and promotional materials for City events.
2. Coordinates with city staff, clients, vendors, and others to establish needs for events, and serve as liaison to the City Manager throughout the planning process.
3. Research resources, make site visits, and lead pre-event meetings when necessary to help staff make decisions about event design.
4. Plan and facilitate logistics for all events, including coordinating vendors and volunteers, venue preparation, presentation materials, security, catering, entertainment, transportation, equipment, décor, and promotional materials.
5. Oversee vendor experiences from conception through post-event, managing on-site preparations, production, event breakdown, ensuring consistent, high-level service throughout all phases of the event.
6. Maintain and build a comprehensive database of event-related contacts, vendors and venues.
7. Troubleshoot and handle any issues that arise on the event day.
8. Manage all aspects of event planning meeting strict deadlines and budget demands
9. Nurture and build relationships with vendors, venues, and other contacts to craft and implement creative and logistical aspects of the event.
10. Stay current, and often ahead of the curve, on event planning, design, and production trends, proactively identifying and solving operational challenges.
11. Establish standard procedures and train staff to execute them.
12. Comply with all City ordinances, policies, and procedures.
13. Solicit sponsorships and donations from various local businesses as necessary
14. Other duties as assigned.

Knowledge, Skills and Abilities

(* Can be acquired on the job)

1. *Knowledge of City rules, regulations, policies and procedures.
2. *Knowledge of the locations of City properties and important locations.
3. *Knowledge of functions and organizational structure associated with municipal governments and services.
4. Knowledge of modern administrative office practices, procedures, and equipment including secretarial, receptionist and telephone techniques and etiquette.
5. Knowledge of advertising to include strategy, media use, creation, and production of advertisements and measurement of advertising effectiveness.
6. Knowledge of professional marketing methods, principles and techniques as needed to develop effective public relations/marketing strategies for the City.
7. Knowledge of various communications media such as television, radio, newspapers, social media platforms, and the Internet, as needed, to determine the most appropriate outlet for the City's promotional strategies.
8. Ability to formulate public information dissemination strategies, as needed, to create promotional strategies that are effective in reaching the target audience.
9. Ability to prepare and manage a promotional and/or advertising budget, as needed, to ensure that adequate funds are available for the City's public relation/marketing efforts for the year and/or for specific events.
10. Ability to organize thoughts before speaking, as needed, to ensure that the message being communicated is clearly understood.
11. Ability to utilize resources (human and physical) appropriately for events and programs, as needed, to ensure that the proper amount of personnel, equipment, and other resources are available during the event.
12. Reading skills to comprehend documents, manuals, laws, licenses, reports, ordinances, directives, procedures and instructions.
13. Verbal skills to communicate effectively with broad and diverse individuals and groups, including the general public, the Mayor and City Council, other elected and appointed officials, media services and outlets and department Directors.
14. Writing skills to compose letters and documents, and to clearly and neatly complete reports, forms and records using correct English, grammar and punctuation.
15. Ability to use computers and other resources to conduct research.
16. Ability to manage calendars and schedules.
17. Ability to search for grants and other funding sources.
18. Ability to maintain confidential information.
19. Ability to consistently represent the City in a positive, professional manner.
20. Ability to work according to priorities; ability to perform work accurately, with attention to detail, and within designated time constraints.
21. Ability to plan, coordinate and carry out work assignments.
22. Ability to solve and help others with conventional problems.
23. Ability to effectively collaborate work with others.
24. Ability to drive.

Minimum Qualifications

1. Possess a Bachelor's degree with major course work in journalism, communications, public affairs, marketing, or a related field of study from an accredited college or university.
2. Three (3) years of experience in communications to include: Project Management, and writing and/or editing content.
3. Basic Knowledge of social media platforms including Facebook, Twitter, Instagram, LinkedIn, Snapchat, Google+, etc.
4. Possess a current and valid driver's license and be insurable.
5. Ability to work non-standard hours.
6. Ability to travel.
7. Ability to pass a pre-employment background check.

Physical Demands

The work requires some physical exertion, such as long periods of standing; walking over rough, uneven, or rocky surfaces; recurring bending, crouching, stooping, stretching, reaching or similar activities; recurring lifting moderately heavy items such as record boxes. The work may require specific, but common, physical characteristics and abilities such as above-average agility and dexterity.

Work Environment

The work environment involves everyday risks or discomforts, which require normal safety precautions typical of such places as offices, meeting and training rooms, libraries, and residences or commercial vehicles, e.g., use of safe work practices with office equipment, avoidance of trips and falls, observance of fire regulations and traffic signals, etc. The work area is adequately lighted, heated and ventilated.

Section 2. Ordinance No. 1835, Section 2, City Manager's Office is amended to include the following titles and job descriptions:

City Manager's Office

City Manager

Executive Assistant

Public Information Officer

Section 3. Ordinance No. 1845, Grade 10 is amended to read:

Grade 10 Assistant Fire Chief Fire Department

Public Information Officer Administration/City Manager

Section 4. Ordinance No. 1869 relating to the offices of the City Manager, City Clerk and Municipal Court, Grade 10 is amended to read:

Grade 10 Public Information Officer City Manager

Section 5. If any section or provision of this ordinance be declared invalid or unconstitutional by a judgment or decree of a court of competent jurisdiction, such judgment or decree shall not affect the remaining sections or provisions of this ordinance, which shall remain in full force and effect.

Section 6. This Ordinance shall take effect from and after the date of its adoption and publication as provided by law.

ADOPTED and APPROVED this the 8th day of July, 2021.

Council President Betty C. Spratlin

Councilman Horace Patterson

Council Member Vickey Hall

Councilman Joe Power

Councilman Trae Williams

City Manager Seddrick Hill

Attested to: Joanna Medlen, City Clerk