

## PUBLIC INFORMATION SPECIALIST

### **PURPOSE AND NATURE OF WORK**

Position is responsible for communications-oriented work for assigned departments, as needed. Work may involve community relations, governmental relations, and employee or public informational programs.

### **ILLUSTRATIVE EXAMPLES OF WORK** (Note: These examples are intended only to illustrate the various types of work performed by incumbents in this class. All of the duties performed by any one incumbent may not be listed, nor does any incumbent necessarily perform all of these duties.)

Conducts informational and public information programs to promote Lafayette Utilities System, LFT Fiber, the Capital Improvements Department, the Drainage Department, the Traffic, Roads & Bridge Department, and other assigned departments or programs, and answers a variety of related questions. Creates and administers comprehensive public information and public relations programs designed to provide positive information and service to the local public, while generating favorable publicity and support for departmental objectives, functions, and accomplishments. Plans and executes public relations initiatives through websites, social media, news releases, media outreach, and other public information projects; writes, develops, and designs public information materials; and assists with managing and monitoring social media accounts and websites.

May be responsible for media buys, advertising, and marketing collateral, including development and use of brochures, advertisements, educational programs, newsletters, audio/visual presentations, and other informational materials. Writes and distributes news releases regarding routine and special events and departmental activities. May create and conduct informational presentations for employees, the City-Parish Council, and the public. Coordinates the dissemination of information through various media channels and may serve as spokesperson and primary media contact, including lead responsibilities for crisis communications.

Works closely with the Chief Communications Officer to design, maintain, and update the City/Parish website and participates in the development of media image and outreach efforts. Monitors legislative, environmental, economic, and technological developments affecting assigned departments and tracks industry best practices. Performs research, data collection, and identification of performance measures. Participates in community relations and public outreach efforts supporting Consolidated Government and assigned departments.

Performs related work as required.

### **NECESSARY KNOWLEDGE, ABILITIES, AND SKILLS**

Considerable knowledge of communications concepts and practices.

Considerable knowledge of the goals, objectives, and practices of the assigned department(s)

Knowledge of the regulatory environment and legislative processes affecting utility rates and practices or LFT Fiber, depending on area of assignment.

Considerable knowledge of the strategic planning process from development to implementation and tracking, depending on area of assignment.

Ability to update and maintain social media platforms and organization website at a professional level.

Ability to make effective oral and written presentations.

Ability to develop informative programs and materials.

Ability to establish and maintain effective working relationships with other employees, government officials, and the general public.

### **DESIRABLE TRAINING AND EXPERIENCE**

Bachelor's degree in marketing, business, communications, public relations, journalism, or a related liberal arts field with experience in conducting informational programs; or any equivalent combination of training and experience.