

**CITY OF CONCORD  
CLASS SPECIFICATION**

**CLASS TITLE: PUBLIC INFORMATION OFFICER  
REPORTS TO: CITY MANAGER**

**DEPARTMENT: CITY MANAGER  
DATE: 07/17**

**JOB SUMMARY:**

Position performs work to positively create and maintain a brand for the City of Concord. This position requires the ability to write well and create city informational and branding materials, and to keep up with government and City news and developments. Responsible for communicating consistent messages across print, broadcast and electronic media to ensure that up-to-date information and essential strategic messages are communicated effectively to target audiences. This position lends support to a variety of city departments with respect to the creation of marketing materials and strategic and positive messaging as needed. Works closely with all Departments and City's senior leadership team. Supervises and evaluates staff performance.

**ESSENTIAL JOB FUNCTIONS:**

Creates layouts and designs of logos, packaging, advertising, marketing collateral and other published materials in print, video, and online. Collaborates with City departments, agents, external vendors, and Concord TV to develop and maintain effective marketing/communications tools.

Develops long-range communication strategy for City inclusive of City's capital improvement projects.

Writes, monitors, responds to, and edits communication collateral; newsletters, social media feeds, employee communications; speeches and executive communications; press releases and facts sheets.

Responds to public and media social media posts and inquiries in efficient and effective manner.

Works with the City's website provider and Information Technology (IT) staff to develop and maintain the most effective method of disseminating information to the public.

Maintains and updates the City's Website.

Works closely with departmental liaisons to ensure that their department's information is updated and showcased in a way that is easy to access.

Develops, enhances, and maintains effective social media strategies for the City.

Plans and executes the development, implementation and dissemination of information programs to maintain a favorable public perception of the City's assets and accomplishments.

Supervises and evaluates staff performance.

Performs other duties as assigned.

**MATERIAL AND EQUIPMENT USED:**

Personal Computer/Laptop Computer  
General Office Equipment  
Multi-line Telephone  
Tablet  
Automobile

Copier  
Smartphone  
Graphic Art and Editing Software  
Camera (photographic and video)

**MINIMUM QUALIFICATIONS REQUIRED:**

**Education and Experience:**

BA in Communications, Public or Media Relations, Journalism or related concentration and four years' experience; or an equivalent combination of education, training, and experience that provides the knowledge, skills and abilities required for the job.

Must possess a valid State of New Hampshire driver's license.

**KNOWLEDGE, SKILLS, AND ABILITIES:**

Must be proficient in graphic art and editing software such as Final Cut Pro, Photo Shop, Illustrator, Publisher, and Adobe After Effects.

Must have knowledge and/or experience with creating and writing press releases, newsletters, speeches and executive communications.

Must know how to operate video and photographic equipment.

Must have the ability to effectively use small office equipment and computers, smartphones, tablets, and highly technical computer applications.

Must be able to communicate clearly and effectively with others, orally and in writing.

Must be able to work diplomatically and productively with a variety of City departments, City agents, vendors, Concord TV, and the public.

Must be able to independently identify communication/marketing needs and develop implementable strategies to address them.

**Mental and Physical Abilities to:**

Establish and maintain effective working relationships with others.

Attend night or weekend meetings, hearings and events.

Record (via video or photographs) events in the community.

Perform duties while sitting at a desk or table or while intermittently sitting, standing, or stooping.

Occasionally lift light objects.

**Working Conditions:**

Work is primarily performed in an office but there will be occasions when the employee will be subject to outside environmental conditions.

This class specification should not be interpreted as all inclusive. It is intended to identify the essential functions and requirements of this job. Incumbents may be requested to perform job-related responsibilities and tasks other than those stated in this specification. Any essential function or requirement of this class will be evaluated as necessary should an incumbent/applicant be unable to perform the function or requirement due to a disability as defined by the Americans with Disabilities Act (ADA). Reasonable accommodation for the specific disability will be made for the incumbent/applicant when possible.