

**PRINCIPAL PUBLIC RELATIONS REPRESENTATIVE (1786)**  
**Task List 2019**

1. Plans, assigns, participates in, and analyzes the development and implementation of public information, educational, and community relations programs such as citywide public education campaign for a specific departmental program in order to enhance the success of the project through maximum public participation.
2. Disseminates information, both in writing and orally, to representatives of the community and media regarding department policies, objectives, and activities on routine matters and crisis/emergency situations such as press releases, social media campaign, or public meeting in order to maximize public awareness and engagement.
3. Supervises and participates in the research, writing, design, and production of public relations material such as brochures, annual reports, internal/external newsletters, magazines, news releases, videos, websites, and fact sheets in order to provide clear, concise and compelling information to the public.
4. Plans and executes special events, briefings, trade shows, promotions, and conferences such as site and vendor selection, securing permits, and ensuring accessibility in order to maximize participation.
5. Develops, supervises, prepares, and presents educational programs for various civic groups and academic and vocational institutions such as partnering with the stakeholder group, creating and delivering the PowerPoint or other types of presentation in order to communicate purpose of program and/or secure participation.
6. Supervises and participates in the development of speeches, radio and television scripts, and in the production of audio-visual program materials for public presentation such as preparing talking points and/or appropriate presentations for executive level staff in order to accurately and effectively conveying information to the intended audience.
7. Participates in the development and production of marketing communications materials, including advertising, direct mail, collateral giveaways and promotional support materials, displays, and exhibits such as providing the themes and content of design, securing vendors, identifying the needed quantity, and monitoring production in order to represent a specific program or project in a compelling and visually appealing manner.
8. Determines themes and messages and directs photographers and graphic illustrators in production of photographs, illustrations, and other materials such as providing a shot list at a key event in order to capture visuals for use in press releases, websites, and any other usage deemed necessary.

9. Supports and responds, both in writing and orally, to record requests, inquiries, and complaints (some of which are of a highly sensitive nature) such as the handling of a California Public Records Act request, which requires an abundance of document, and providing in a timely manner in order to meet legal obligations.
10. Plans, coordinates, and/or supervises tours of department facilities, including restricted and remote areas, for government officials, dignitaries, business leaders, schools, media, and the general public such as serving as point of contact for visitors, and working with staff in logistics in order to ensure a seamless and successful event.
11. Represents a City department as a member of various city, county, and state committees, as well as civic community and educational advisory committees and chambers of commerce such as attending meetings as a subject matter expert or representative providing project updates and answering questions in order to create a strong working relationship with stakeholders.
12. Performs full range of supervisory duties including participating in subordinate staff hiring, disciplining, evaluating, motivating, counseling, delegating, scheduling, organizing and training subordinate staff in order to effectively perform supervisory responsibilities and maintaining an effective workforce at all times.