



## **JOB ANNOUNCEMENT**

### ***Re-Advertisement***

### ***Open to the Public***

**OPEN DATE:** June 2, 2021

**CLOSE DATE:** Open Until Filled

**JOB TITLE:** Public Information Officer

**PAY GRADE:** 35

**PAY RANGE:** \$15.00-\$18.00/hr (based on experience)

**DEPARTMENT:** Executive

#### **SUMMARY**

The Public Information Officer (PIO), working under the supervision of the City Manager, develops and implements communication strategies and activities to inform the public about City policies, programs and activities. The PIO promotes City accomplishments and increases positive media exposure. The position requires considerable contact with the public, city officials and city staff.

#### **DUTIES AND RESPONSIBILITIES**

- Works with the Mayor and City Manager to develop a comprehensive communication and media relations plan for the city.
- Implements the City's comprehensive communication plan by developing communication strategies, policies, procedures and by building media relations.
- Serves as the central point of contact for all media inquiries regarding City issues, including emergencies. This may require being available in evenings and week-ends.
- Provides the media with background information, photos and additional materials related to City programs and policies
- Reviews, proofreads, edits and verifies written materials for accuracy and adherence to policies and procedures.
- Collaborates with the Mayor, the City Council, the City Manager and City Staff to promote special events.
- Coordinates the development of press releases, newspaper stories, editorials, speeches and radio programming to inform the public of City policies, programs and activities.
- Leads the production of the City's monthly newsletter for the purpose of informing the public about City policies and accomplishments.
- Performs other duties as assigned

#### **MINIMUM JOB QUALIFICATIONS**

Bachelor's Degree and at least two (2) years of professional public relations, journalism or communications experience.

#### **EMPLOYMENT REQUIREMENTS**

Must possess and maintain an insurable New Mexico Class D Driver's License.

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

- Ability to communicate effectively both orally and in writing;
- Ability to develop and maintain effective public and interpersonal relations;
- Ability to handle difficult and sensitive situations with discretion, while maintaining confidentiality;

- Ability to prioritize tasks to meet deadlines;
- Knowledge of social media strategies and their execution;
- Ability to communicate with the governing body, City staff and City constituencies in a professional manner;
- Ability to maintain a professional demeanor and composure; deal with people diplomatically;
- Knowledge of local and regional media contacts or a proven ability to develop such relationships quickly;
- Knowledge of the City's demographic and economic information, and the ability to analyze relevant data;
- Willingness to learn about City services, ordinances, regulations, policies, procedures and regulations;
- Skill in the use of personal computers and other communication devices including smart phones and tablets and communications software applications

**WORK ENVIRONMENT**

Work is performed in an environment subject to frequently changing priorities, high stress and exposure to conflicting situations.

**NOTE:** This position is subject to drug testing both pre-employment and random as set forth in the City of Las Vegas Drug Policy.

**APPLICATION PROCEDURE** – Interested applicants must submit a City of Las Vegas Employment Application.

The employment application is available at:

<https://www.lasvegasnm.gov/general-7-1>

Application Materials can be sent to: Human Resources Department  
1700 N Grand Avenue  
Las Vegas, NM 87701

OR send via email to: [mgarcia@lasvegasnm.gov](mailto:mgarcia@lasvegasnm.gov)

**Reviewed and approved for publishing by:**

  
Leo Maestas, City Manager

  
Human Resource Director