

EAST BAY REGIONAL PARK DISTRICT
PUBLIC INFORMATION REPRESENTATIVE

GENERAL FUNCTION:

Under direction of the Community Relations Manager, this position assists in the implementation of public affairs programs, including media relations, community relations, public information. The incumbent also reviews and originates some District publications.

ESSENTIAL FUNCTIONS:

Responsible for media relations including promoting District activities via print, television, radio, online and social media, and coordinating guests for media appearances. Write press releases, advertising copy, and the in house electronic monthly newsletter, The Leaf. Write copy for print and online publications to educate the general public about the District, its parks and visitor centers and environmental programs. Additional functions include park and event photography; planning and creating displays and exhibits; assists in planning and implementing special events; prepares speaking points and other materials to assist public information appearances of District personnel; recruits, coordinates, and supervises volunteers who serve in numerous events annually; maintains files on photographs, news releases, videos and all other reference materials; coordinates advertising schedule; monitors and participates in social media; assists District personnel and the public in requests for information; prepares routine correspondence and assists in compilation of materials for reports. Performs related duties as assigned.

MINIMUM QUALIFICATIONS:

- Education: A minimum of 60 semester or 90 quarter units of college credit with major work in public relations, journalism, public administration, communications or other relevant field, and
- Experience: At least two years experience in the public relations/media field. Additional experience may be substituted for two years of education on a two year for one year basis.

KNOWLEDGE, SKILLS AND ABILITIES:

Knowledge of and practical experience working directly with regional media. Knowledge of graphic arts, photography and printing processes and digital media a plus. Excellent writing, website editorial content development, social media and public speaking skills required. Must have keen attention to detail, creativity and critical thinking and proficiency in copy editing, MS office. Ability to follow through on assignments, anticipate public relations problems and recommend solutions, firsthand knowledge of each park in the Regional Park District and the ability to field questions on each park. Ability to establish and maintain positive and cooperative working relationships with those contacted in the course of work at all levels, including a culturally diverse general public, with a focus on quality service to internal staff and external customers and park users.

SPECIAL CONDITIONS OF EMPLOYMENT:

A valid driver's license is a condition of initial and continued employment in this classification.

REPORTS TO: Community Relations Manager

Employment Category: AFSCME Local 2428, Monthly Salary Range Effective 3/23/03: \$4,147.00 - \$4,512.63
Established: July 1969
Revised: June 21, 1977
Revision Approved by General Manager: December 18, 2003
(Formerly Public Relations Aide) Revision Approved by General Manager: February 2, 2006
Revision Approved by General Manager: September 17, 2010