

## **EAST BAY REGIONAL PARK DISTRICT**

### **PUBLIC INFORMATION SUPERVISOR**

#### **GENERAL FUNCTION:**

Under direction, to implement a variety of media relations, community relations and public relations activities all designed to further public awareness of the East Bay Regional Park District.

#### **ESSENTIAL FUNCTIONS:**

Serves as the primary interface with the communications media, providing such services as: prepares news releases, feature and human interest articles; assists news media with questions; and in various ways, encourages media coverage and publicity of district events and facilities. Supervises the publication of news section in the Regional In Nature activity guide, public monthly electronic newsletter (Regional Parks Online), fact sheets, and web content. Create and write communication collateral material including key messages for both internal and external audiences for special projects through the Park District that may be sensitive in nature. Prepare presentations and coordinate a Speakers Bureau to reach diverse audiences, and manages Speakers Bureau for Board of Director presentations, create and write fact sheets and key messages. Oversee media training to District staff. Performs related duties as assigned.

#### **MINIMUM QUALIFICATIONS:**

Education: A Bachelor's Degree from an accredited college or university, with major work in journalism, communications, or other appropriate communications fields; and

Experience: Four years experience in the communications media field including both printing and electronic media. Additional experience may be substituted for formal education on a year-for-year basis for a maximum of two years.

#### **KNOWLEDGE, SKILLS & ABILITIES:**

Knowledge of print, broadcast media and online media; public relations; policies and practices related to media communication and public speaking. Thorough knowledge and skill in the principles and practices of effective supervision. Ability to write for publication purposes. Ability to anticipate public relations problems and to recognize public relations opportunities and to react accordingly, particularly with respect to the communications media. 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

**SUPERVISES:** May Supervise other Public Information Staff

Employment Category: AFSCME Local 2428, Monthly Salary Range Effective 1/1/04: \$5,000.13 - \$5,474.63

Adopted by Board 10-16-90

Revision Approved by General Manager: December 18, 2003

Salary Revised per Joint Equity Committee Effective 1/1/04

Revision Approved by General Manager: September 17, 2010