



City of Stockton

Mayoral Public Information Officer

CLASS CODE	03174	SALARY	\$46.35 - \$59.51 Hourly \$3,707.87 - \$4,760.60 Biweekly \$96,404.54 - \$123,775.51 Annually
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REVISION DATE April 29, 2025

DEFINITION

Under administrative direction of the Mayor, leads the strategic planning, development, and implementation of comprehensive data analytics, performance management, and public information programs concerning the Mayor's Office; combines strategic transparency initiatives, performance data analytics, and public communication functions to foster government accountability, citizen engagement, and effective information dissemination across various platforms; serves as a key advisor to City leadership in the design and development of data collection pipelines, performance metrics, public education campaigns, and comprehensive media strategies; fosters cooperative working relationships with civic groups, community/neighborhood groups, intergovernmental agencies, City staff and departments, and the media; performs other duties for the Mayor's Office as assigned.

CLASS CHARACTERISTICS

This single at-will position is fully competent to perform complex, responsible and difficult work, anticipates the needs of the community and proactively seeks to partner with community groups to execute the Mayor's vision. The position provides support to the Office of Public Transparency, Information and Communication (OPTIC), which manages City-wide data analytics, performance management, and public information objectives, and is assigned to the Mayor's Office. The incumbent will perform advanced professional level analytical work for the Mayor's office and is responsible for establishing and overseeing programs that enhance government transparency, strengthen public communication, collect vital department performance data, facilitate data accessibility, and provide ongoing guidance to City leadership during critical phases of the program development lifecycle.

PRINCIPAL DUTIES (Illustrative Only)

Duties may include, but are not limited to, the following:

- Designs, develops, and manages performance management agreements and accountability models that foster a culture of continuous improvement and transparency on behalf of the Mayor's Office.
- Develops and implements a comprehensive content strategy to proactively engage with the public across multiple platforms, including social media, traditional media, and the City website that highlights the initiatives, policies, and performance of the Mayor's Office.

- Manages the City's digital presence, ensuring that web content, including department pages and the "Ask Stockton" application, is current, user-friendly, and aligned with the City's transparency goals.
- Coordinates and oversees the City's CitiStat program and analyzes computerized database and geographic mapping information to assess the performance of departments and identify areas for improvement.
- Moderates the production of multimedia content such as videos, graphics, and press releases to communicate City activities, initiatives, and accomplishments to the public; ensures the translation of complex government information into accessible formats for public consumption.
- Responds to public inquiries, including CPRA (California Public Records Act) requests, and resolves complex, sensitive issues.
- Leads and/or prepares the Office of the Mayor's staff to conduct campaigns, press conferences, media events, interviews, and editorial boards to educate the public and raise awareness about the City's services, performance, and policies; maintains awareness of regional and national issues and potential impact on City operations.
- Acts as the Mayor's spokesperson for press inquiries and represents the City in meetings with the media, community groups, and local stakeholders.
- Ensures that the Mayor's communications strategy aligns with the public policy priorities of the City administration and Council.
- Develops crisis and emergency response materials for situations such as fires, floods, and other natural and human-related disasters.
- Promotes partnerships with local educational institutions for internship programs focused on digital media, social media, and communications.
- Prepares and delivers presentations to City leaders, the City Council, and the public on transparency initiatives and performance metrics.
- Coordinates with other City departments to ensure the effective implementation of transparency and public outreach strategies.
- Responds to and resolves difficult, sensitive, or complex concerns from community members on behalf of the Mayor's Office.
- Performs related duties as assigned.

QUALIFICATIONS

Knowledge of:

- Principles and practices of municipal operations, budgeting, staffing, program development and implementation, performance measurement, and data analytics;
- Media production techniques, including video, photography, and graphic design;
- Social media management, digital communication strategies, and content creation;
- Applicable city, state and federal laws and regulations relating to public records and information management, including the California Public Records Act (CPRA);
- Public relations strategies, marketing practices, and strategic communications planning;
- Government performance metrics, statistical analysis, and data interpretation;
- Social, political, and environmental issues influencing program administration;
- Crisis communication strategies and emergency management protocols;
- Modern computer applications, programming languages, web development technologies and content management systems;
- Principles of effective employee supervision and department-level management; and
- City operations, policies, and community engagement strategies.

Skill in:

- Planning, developing, administering, and managing a variety of City-wide transparency and public communications programs;
- Supervising, training, and evaluating the work of assigned staff, including interns and volunteers;
- Establishing, prioritizing, and implementing goals, objectives, policies, procedures, and work standards, and internal controls;
- Developing and implementing long-term strategic communications plans that align with the City's goals and objectives;
- Effectively communicating and collaborating with diverse stakeholders, including City officials, public and private organizations, community groups, and media representatives; maintaining effective working relationships with internal and external stakeholders;
- Analyzing complex administrative problems, evaluating alternative solutions, and adopting effective courses of action for improvement;
- Producing clear, concise, and compelling content across multiple platforms, including web, social media, and traditional media;
- Identifying and responding to sensitive community and organizational issues, concerns, and needs; managing crisis communications and responding to sensitive issues in a timely and professional manner;
- Exercising sound judgment and decision-making in a high-profile, fast-paced environment; and
- Ensuring compliance with relevant legal, regulatory, and policy frameworks.

Education:

Possession of a Bachelor's degree from an accredited college or university with major course work in journalism, public or business administration, marketing, communications, economics, computer science, information systems, or a closely related field. A Master's degree in a relevant field is highly desirable.

Experience:

Five years of professional experience in public information management, communications, data analytics, or performance management.

Qualifying Substitution Patterns:

Additional years of experience in a position comparable to the Mayoral Public Information Officer with the City of Stockton in areas such as data analytics, performance management, public information management, communications, or journalism on a year-for-year basis.

Education	Experience
Bachelor's degree (4 years)	5 years
90 Semester units (3 years)	6 years
Associate degree/60 units (2 years)	7 years
30 Semester units (1 year)	8 years
High School Diploma/GED	9 years

Additional Notes:

- Experience MUST be directly related to the role's responsibilities.
- Relevant education and professional experience will be evaluated on a case-by-case basis.

- Candidates must demonstrate equivalent competencies and skills through a combination of their documented education and/or work history.

Other Requirements:

- Must possess a valid California driver's license. Some positions may require the use of a personal or City vehicle on City business.
- Must be willing to attend meetings outside of normal working hours.
- Multilingual skills are highly desirable.

Physical/Mental Abilities:

- Mobility - Occasional sitting for long periods of time while operating a keyboard, walking, bending, stooping, kneeling, reaching, pushing and pulling;
- Lifting - Occasional lifting and carrying of up to 25 pounds or less;
- Vision - Constant use of overall visual capabilities; frequent need for use of color perception, hand/eye coordination, reading and/or close up work;
- Dexterity – Constant repetitive motion and writing; occasional holding, grasping, and typing;
- Hearing/Talking - Constant hearing and talking of normal speech in person and on the telephone; Occasionally speaking in front of large groups of people;
- Special Requirements - May require frequent weekend or evening work;
- Emotional/Psychological - Constant concentration, decision making and public contact; occasional ability to exercise sound judgment, especially under stressful situations; and working alone;
- Environmental Conditions - Occasional exposure to noise; and
- Working Conditions - Primarily performed in an office environment which is moderately quiet but may be loud at times and at some locations.

This class specification should not be interpreted as all inclusive. It is intended to identify the essential functions and requirement 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 American with Disabilities Act (ADA). Reasonable accommodation for the specific disability will be made for the incumbent/applicant when possible.

HISTORICAL NOTE

Established: 01/19/1959

Ordinance: 190-CS

Exempted: 08/01/1966

Ordinance: 1431-CS

Title Changed: 07/21/1968

Resolution: CS3827

Title Changed: 06/30/1998

Resolution: CC98-0268

Spec Amended: 08/14/2015

Spec Amended: 02/02/2017

Spec Amended: 11/20/2024

Spec Amended: 04/29/2025

Unit: Unrepresented/MW

Employment Status: At-Will

FLSA Status: Exempt

CS Status: Unclassified

Formerly Mayoral PIO I/II, Public Information Officer; Civic Information Officer