



# Public Information Officer I

Class Code:  
03394

Bargaining Unit: Unrep - Confidential

CITY OF STOCKTON  
Revision Date: Feb 2, 2017

## SALARY RANGE

\$30.10 - \$38.64 Hourly  
\$5,216.84 - \$6,698.16 Monthly  
\$62,602.08 - \$80,377.92 Annually

### FLSA:

Non-Exempt

### DEFINITION:

Under direction of the Mayor, the Public Information Officer I/II gathers and disseminates to the public and to the news media, in a timely manner, accurate and complete information concerning the Mayor's Office; performs other duties for the Mayor's Office as assigned. The incumbent in this position serves at the pleasure of the Mayor.

### CLASS CHARACTERISTICS:

Public Information Officer I - This at-will position is the entry-level class in the Public Information Officer series, allowing incumbents to exercise sound independent judgment within established guidelines.

Public Information Officer II - This at-will position is the journey-level class in the Public Information Officer series, fully competent to perform the more responsible and difficult work, anticipates the needs of the community and proactively seeks to partner with community groups to execute the Mayor's vision. Incumbents will perform advanced professional level and analytical work that may entail lead responsibility for support staff and other specialists.

This classification is distinguished from the City's Community Relations Officer in that the latter class has responsibility for public information and media and community relations for all City programs and activities and works under limited direction of the City Manager or Mayor.

### PRINCIPAL DUTIES (ILLUSTRATIVE ONLY):

- Acts as a Senior Communications and Community Relations Advisor to the Mayor.

- Advises the Mayor on problems affecting communications and in developing and implementing strategies that strengthen the Mayor's community relations.
- Assists the Mayor's Office in articulating programs before live audiences through the use of visuals and communications instruction.
- Serves as Mayor's Press Secretary and spokesperson for the Mayor for inquiries from the media; arranges for interviews and appearances by the Mayor.
- Responsible for overseeing work related to gathering and disseminating timely, accurate and complete information to the public and the media concerning activities of the Mayor.
- Coordinates assigned activities, meetings, and events on behalf of the Mayor's Office.
- Takes photographs, writes scripts, and makes speeches before various civic groups and other organizations on behalf of the Mayor.
- Develops, organizes, monitors, and evaluates comprehensive communications for all outreach media, channels of communications, web content and social media used by the Mayor, including public presentations, printed materials, website and social media.
- Responds to and resolves difficult, sensitive, or complex concerns from community members on behalf of the Mayor's Office.
- In conjunction with the Mayor's Senior Policy Advisor, services as liaison to City Council to explain Mayor's policies.
- Performs other or related duties as assigned.

## MINIMUM QUALIFICATIONS:

Public Information Officer I: Possession of a Bachelor's degree from an accredited four-year college or university with major course work in journalism, public relations, marketing, communications, or a closely related field; and two (2) years of public information, public relations, or communications experience. Additional qualifying experience may be substituted for the required education on a year-for-year basis.

Public Information Officer II: Possession of a Bachelor's degree from an accredited four-year college or university with major course work in journalism, public relations, marketing, communications or a closely related field; and five (5) years of experience directing a major public information program; two (2) years of which must be in local government. Additional qualifying experience may be substituted for the required education on a year-for-year basis.

### 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.
- Multilingual skills are highly desirable.

### Knowledge of:

- The theories, principles, techniques, and objectives of public relations as applied to municipal government;
- Current English usage and journalistic styles, both print and broadcast;
- The regulations, procedures, and services of municipal departments and agencies;
- Advertising and public relations industry practices, methods, and trends;
- Opinion research;
- Community engagement research methods;
- Graphic design methods, principles, and techniques;
- Audiovisual applications, technology, and equipment and its use; and
- Pertinent federal, state, and local laws, codes and regulations.

Ability to:

- Plan and manage the Public Information Office activities for the Mayor, including community relations, media relations, and online presence;
- Communicate and listen effectively and respond in a timely, effective, positive and respectful manner;
- Ensure written materials are accurate, complete, current, well-organized, legible, concise, neat, and in proper grammatical form, by possessing strong writing, editing, and verbal presentation skills;
- Conduct research and compose communications on a wide variety of subjects requiring knowledge of City procedures and policies;
- Demonstrate self-confidence and high ethical standards;
- Promote, organize, and stimulate good relationship with neighborhood and community groups and other local agencies on behalf of the Mayor's Office;
- Work without direct supervision; plan and schedule calendars effectively; work cooperatively with others;
- Coordinate multiple projects and complex tasks simultaneously, in an environment with frequent interruptions;
- Proficient in using computer and a variety of software programs, applications, and technology;
- Perform a broad range of lead or supervisory responsibilities over staff, interns, and volunteers in the Mayor's Office;
- Respond to inquiries or difficult issues and problems;
- Work effectively with City Departments to gather information regarding constituent issues and concerns;
- Perform responsible professional work in a high-level position dealing with topics under intense public and media scrutiny and respond rapidly and appropriately as needed;
- Exercise sound judgment and make recommendations and decisions about public messages, the structure, format and content of information materials and presentation, including distinguishing sensitive or confidential information;
- Ensure the absolute confidentiality of work-related issues, personnel records and City information as appropriate;
- Recognize and maintain scope of authority and appropriate boundaries when making decisions and commitments;
- Work safely without presenting a direct threat to self or others; and
- Comprehend and make inferences from written material in the English language.

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 typically 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

Unit: Unrepresented/MW  
Employment Status: At-Will  
FLSA Status: Non-Exempt  
CS Status: Unclassified

Formerly Civic Information Officer



# Public Information Officer II

Class Code:  
03174

Bargaining Unit: Unrep - Confidential

CITY OF STOCKTON  
Revision Date: Feb 2, 2017

## SALARY RANGE

\$7,572.54 - \$9,722.52 Monthly  
\$90,870.48 - \$116,670.24 Annually

### FLSA:

Exempt

### DEFINITION:

Under direction of the Mayor, the Public Information Officer I/II gathers and disseminates to the public and to the news media, in a timely manner, accurate and complete information concerning the Mayor's Office; performs other duties for the Mayor's Office as assigned. The incumbent in this position serves at the pleasure of the Mayor.

### CLASS CHARACTERISTICS:

Public Information Officer I - This at-will position is the entry-level class in the Public Information Officer series, allowing incumbents to exercise sound independent judgment within established guidelines.

Public Information Officer II - This at-will position is the journey-level class in the Public Information Officer series, fully competent to perform the more responsible and difficult work, anticipates the needs of the community and proactively seeks to partner with community groups to execute the Mayor's vision. Incumbents will perform advanced professional level and analytical work that may entail lead responsibility for support staff and other specialists.

This classification is distinguished from the City's Community Relations Officer in that the latter class has responsibility for public information and media and community relations for all City programs and activities and works under limited direction of the City Manager or Mayor.

### PRINCIPAL DUTIES (ILLUSTRATIVE ONLY):

- Acts as a Senior Communications and Community Relations Advisor to the Mayor.

- Advises the Mayor on problems affecting communications and in developing and implementing strategies that strengthen the Mayor's community relations.
- Assists the Mayor's Office in articulating programs before live audiences through the use of visuals and communications instruction.
- Serves as Mayor's Press Secretary and spokesperson for the Mayor for inquiries from the media; arranges for interviews and appearances by the Mayor.
- Responsible for overseeing work related to gathering and disseminating timely, accurate and complete information to the public and the media concerning activities of the Mayor.
- Coordinates assigned activities, meetings, and events on behalf of the Mayor's Office.
- Takes photographs, writes scripts, and makes speeches before various civic groups and other organizations on behalf of the Mayor.
- Develops, organizes, monitors, and evaluates comprehensive communications for all outreach media, channels of communications, web content and social media used by the Mayor, including public presentations, printed materials, website and social media.
- Responds to and resolves difficult, sensitive, or complex concerns from community members on behalf of the Mayor's Office.
- In conjunction with the Mayor's Senior Policy Advisor, services as liaison to City Council to explain Mayor's policies.
- Performs other or related duties as assigned.

## MINIMUM QUALIFICATIONS:

Public Information Officer I: Possession of a Bachelor's degree from an accredited four-year college or university with major course work in journalism, public relations, marketing, communications, or a closely related field; and two (2) years of public information, public relations, or communications experience. Additional qualifying experience may be substituted for the required education on a year-for-year basis.

Public Information Officer II: Possession of a Bachelor's degree from an accredited four-year college or university with major course work in journalism, public relations, marketing, communications or a closely related field; and five (5) years of experience directing a major public information program; two (2) years of which must be in local government. Additional qualifying experience may be substituted for the required education on a year-for-year basis.

### 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.
- Multilingual skills are highly desirable.

### Knowledge of:

- The theories, principles, techniques, and objectives of public relations as applied to municipal government;
- Current English usage and journalistic styles, both print and broadcast;
- The regulations, procedures, and services of municipal departments and agencies;
- Advertising and public relations industry practices, methods, and trends;
- Opinion research;
- Community engagement research methods;
- Graphic design methods, principles, and techniques;
- Audiovisual applications, technology, and equipment and its use; and
- Pertinent federal, state, and local laws, codes and regulations.

Ability to:

- Plan and manage the Public Information Office activities for the Mayor, including community relations, media relations, and online presence;
- Communicate and listen effectively and respond in a timely, effective, positive and respectful manner;
- Ensure written materials are accurate, complete, current, well-organized, legible, concise, neat, and in proper grammatical form, by possessing strong writing, editing, and verbal presentation skills;
- Conduct research and compose communications on a wide variety of subjects requiring knowledge of City procedures and policies;
- Demonstrate self-confidence and high ethical standards;
- Promote, organize, and stimulate good relationship with neighborhood and community groups and other local agencies on behalf of the Mayor's Office;
- Work without direct supervision; plan and schedule calendars effectively; work cooperatively with others;
- Coordinate multiple projects and complex tasks simultaneously, in an environment with frequent interruptions;
- Proficient in using computer and a variety of software programs, applications, and technology;
- Perform a broad range of lead or supervisory responsibilities over staff, interns, and volunteers in the Mayor's Office;
- Respond to inquiries or difficult issues and problems;
- Work effectively with City Departments to gather information regarding constituent issues and concerns;
- Perform responsible professional work in a high-level position dealing with topics under intense public and media scrutiny and respond rapidly and appropriately as needed;
- Exercise sound judgment and make recommendations and decisions about public messages, the structure, format and content of information materials and presentation, including distinguishing sensitive or confidential information;
- Ensure the absolute confidentiality of work-related issues, personnel records and City information as appropriate;
- Recognize and maintain scope of authority and appropriate boundaries when making decisions and commitments;
- Work safely without presenting a direct threat to self or others; and
- Comprehend and make inferences from written material in the English language.

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 typically moderately quiet, but may be loud at times and at some locations.

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**HISTORICAL NOTE:**

Established: 01/19/1959  
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Spec Amended: 02/02/2017

Unit: Unrepresented/MW  
Employment Status: At-Will  
FLSA Status: Exempt  
CS Status: Unclassified

Formerly Civic Information Officer





# Community Relations Officer

Class Code:  
02024

Bargaining Unit: Unrep - Middle Management

CITY OF STOCKTON  
Established Date: Mar 3, 2009  
Revision Date: Aug 14, 2015

## SALARY RANGE

\$62.41 - \$79.65 Hourly  
\$10,817.98 - \$13,805.38 Monthly  
\$129,815.76 - \$165,664.56 Annually

### FLSA:

Exempt

### DEFINITION:

Under general direction, performs work of considerable difficulty planning, developing organizing, and coordinating the implementation of an overall public education and community information programs for the City of Stockton, including directing specified functional areas, such as communications, community outreach, public relations, public engagement programs, media relations, advertising, marketing and providing professional and administrative assistance on a wide variety of projects; represents the City and fosters cooperative working relationships with civic groups, community/neighborhood groups, intergovernmental agencies, and City staff and departments; performs related work as required.

### CLASS CHARACTERISTICS:

This single position management class is assigned to the City Manager's office. The incumbent is responsible for participating in the development of and supervision over administrative and operational policies and methods. Under direction of the City Manager, is responsible for a wide variety of special projects, studies, and interdepartmental activities, and outreach to the full spectrum of the community to provide access to City information and services, requiring an in-depth knowledge of all city programs and services. Distinguished from the Mayor/Charter provided Public Information Office in that this position is responsible for providing information to the public on all City services and programs and assists in and manages a number of City functions and operations. Performs skilled, professional duties in the development of City-wide public involvement and community outreach programs to ensure that community outreach is conducted and input is received for the public about programs and projects that are of interest and concern to the community, advising program managers in the development and implementation of community outreach strategies. Responsibilities are broad in scope and require independent judgment on issues that are complex and political in nature. Expected to manage outreach for technically complex

programs and projects with awareness of intergovernmental and community issues and sensitivities.

### **PRINCIPAL DUTIES (ILLUSTRATIVE ONLY):**

- Represents the City Manager in a variety of interdepartmental, intergovernmental, and community activities.
- Through subordinate professional and support staff, directs a variety of programs and initiatives for the City.
- Provides policy guidance to management and other staff in assigned programs.
- Plans, organizes, directs, and evaluates the performance of subordinate staff responsible for communications, outreach and public engagement programs, services and systems; establishes performance requirements and personnel development targets; regularly monitors performance and provides coaching for performance improvement and development.
- Assigns, trains, supervises, and evaluates assigned staff and their work.
- Develops, amends, and interprets existing policies, procedures, and regulations concerning administrative matters; enforces policy and procedures within sphere of authority; recognizes the need for and assists with the development of new policies in areas of expertise and oversight.
- Develops, implements and manages community and outreach programs; conducts cost/benefit and situation analyses; develops messages and determines target audiences/ recommends approaches and products consistent with program or project needs and overall goals of the City; works with other staff and community in setting targets for successful outreach efforts; designs processes that allow for objective representation of community issues, provide opportunities for collaborative decision-making and address issues of public concern and conflict.
- Represents the City in contacts with news media, business, civic, community/neighborhood and other groups; makes presentations before community groups regarding City programs and services.
- Develops proactive programs and procedures to educate the public and positively influence public opinion.
- Develops and distributes written, electronic and audio visual materials explaining City services and programs and how to access those services.
- Prepares and presents comprehensive reports on a wide variety of issues.
- Coordinates the work of all City departments' outreach and information activities.
- Programs and manages the local government access channel and social media sites.
- Prepares City staff for the conduct of press conferences, media events, interviews and editorial boards; maintains awareness of regional and national issues and their effect on City operations.
- Develop crisis and emergency response materials for situations such as fires, floods, and other natural and human-related disasters.

### **MINIMUM QUALIFICATIONS:**

#### Education/Experience:

Possession of a Bachelor's Degree from an accredited college or university with major course work in public administration, business administration, or a discipline related to the business performed by the department.

**AND**

Five (5) years of professional administrative experience for a major corporate or governmental entity, coordinating interagency and interdepartmental initiatives, including at least two (2) years of lead or supervisory experience managing public education and information programs.

**Other Requirements:**

- Must possess a valid California Driver License.
- Must be willing to attend meetings outside of normal working hours.

**Knowledge of:**

- The principles of organization, administration, and management;
- The organization, functions, and processes of municipal government;
- The principles and practices of supervision;
- Social, political, and environmental issues influencing program administration;
- The principles, techniques, and methods of public information and community relations programs;
- Principles and practices of media relations, public communications, marketing advertising and program development, including strategic communication planning;
- The methods of preparing informational materials and disseminating them through the various media and channels of communications;
- Broadcast and social media principles and processes;
- Basic research, report writing and analysis methodology and techniques; and
- Journalism and graphics principles.

**Skill in:**

- Assigning, training, supervising, and evaluating the work of staff;
- Expressing oneself clearly and effectively with a wide range of public and private organizations, officials and media representatives, both orally and in writing;
- Establishing and maintaining cooperative working relationships with those contacted in the course of work;
- Planning, organizing, administering, and coordinating varied City services and programs;
- Developing and implementing goals, objectives, policies, procedures, work standards, and internal controls;
- Analyzing complex administrative problems, evaluating alternative solutions and adopting effective courses of action;
- Preparing clear and concise reports, correspondence and other written materials;
- Effectively implementing, manage and direct a public education and information program;
- Translating complicated processes and issues into simple terms;
- Identifying and responding to sensitive community and organizational issues, concerns, and needs;
- Planning, organizing, directing and coordinating the work of staff; delegating authority and responsibility; selecting supervising, training and evaluating staff; and
- Developing strategic communicational plans and programs to meet City needs and for crisis and emergency response programs.

**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 typically 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/Exempted: 03/03/2009  
Resolution: CC09-0068  
Spec Adopted: 02/23/2009  
Spec Amended: 08/14/2015

Unit: Unrepresented/MV  
Employment Status: At-Will  
FLSA Status: Exempt  
CS Status: Unclassified

City of Stockton

PROGRAM MANAGER III

Established/Excluded:	06/30/1998
Resolution:	CC98-0268
Spec Adopted:	08/27/2003
Resolution:	CC03-0513
Unit:	Unrepresented/MV
Employment Status:	At-Will
FLSA Status:	Exempt
CS Status:	Unclassified

DEFINITION

Under administrative direction, performs a variety of professional level duties and responsibilities for implementation of Citywide strategic programs, including operational and/or other complex analyses; performs related duties as assigned.

CLASS CHARACTERISTICS

Incumbents in this management level classification are responsible, in addition to the above, for directing and managing compliance by departments with the policies and procedures of the program(s) under the supervision of this class. Work is done under the direct authority of the City Manager or departmental senior management due to the critical nature of the policies and programs. Assignments allow for a high degree of autonomy and administrative decision making in their execution. This class is distinguished from the general administrative support classes in that the duties relate specifically to administration of specialized programs.

PRINCIPAL DUTIES (Illustrative Only)

1. Plans, organizes, directs, and controls programs and projects with Citywide implications; provides expert professional assistance to City management staff.
2. Reviews and enforces administrative policies, procedures, and operations; ensures that internal and externally imposed program requirements are met.
3. Develops and directs the implementation of goals, objectives, and work standards.
4. Supervises staff, planning, assigning, reviewing, and evaluating work; participates in the selection of staff and provides for their training and professional development.
5. Provides staff leadership and technical assistance to task forces, citizen advisory committees, commissions, or boards; confers with and provides technical assistance to City departments in areas of responsibility.
6. Prepares a variety of periodic progress and special reports related to programs and activities.
7. Represents the City in meetings with representatives of governmental agencies, professional, business and community organizations and the public.
8. Prepares recommendations for annual grant and program budgets; and/or provides input for and prepares various grant applications or annual performance report of activities.
9. May confer and negotiate with developers and property owners relative to the acquisition and disposition of property and improvements; may draft project contract language and performance specifications.
10. Monitors legislation and developments related to areas of responsibility; evaluates their impact on City operations and programs; recommends and implements policy and procedural improvements.
11. Performs related duties as assigned.

City of Stockton  
PROGRAM MANAGER III (CONFIDENTIAL)  
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### MINIMUM QUALIFICATIONS

#### Education/Experience:

Possession of a Bachelor's degree from an accredited four-year college or university with major course work in business or public administration or a closely related field, or the field of the program to which assigned, and four (4) years of experience managing or supervising highly visible programs or projects with major departmental or citywide impact.

#### Other Requirements:

Specified positions may require possession of a valid California Class C driver's license.

#### Knowledge of:

- Policies, principles, and resources related to the program(s) to which assigned; program monitoring and evaluation techniques;
- Public administration principles, practices, and methods of administrative and organizational analysis;
- Applicable federal, state, and local laws, rules and regulations;
- Business computer user applications, particularly as related to data analysis and management;
- Principles and practices of employee selection, supervision, training, and professional development;
- Principles of grant application, proposal preparation, and monitoring and reporting techniques;
- Basic budgetary principles and practices.

#### Skill in:

- Analyzing administrative, operational, or organizational problems and issues related to the program(s) to which assigned; evaluating alternatives and reaching sound conclusions;
- Establishing, prioritizing, and implementing goals, objectives, policies, and work standards;
- Planning, assigning, reviewing, evaluating, and directing the work of assigned staff;
- Interpreting, explaining, and applying complex rules, regulations, policies, laws, and ordinances;
- Providing technical assistance and staff leadership to City departments, boards, and commissions;
- Preparing clear and concise management-level reports and correspondence;
- Making persuasive oral presentations of ideas and recommendations;
- Negotiating favorable contract terms for the City in assigned areas of responsibility;
- Effectively representing the interests of the City in meetings with public agencies, the business community, or others outside the City;
- Preparing, administering, and monitoring grant or program budgets;
- Exercising sound, independent judgment within established guidelines;
- Establishing and maintaining effective relationships with those contacted in the course of the work.