

CITY OF ST. LOUIS CLASSIFICATION SPECIFICATION

CLASSIFICATION

TITLE: Public Information Officer to the Mayor

CLASS CODE: 1613

GENERAL DESCRIPTION OF DUTIES:

Incumbents in this classification develop and coordinate all public/media relations activities for the Mayor's office, including extensive speech writing, news releases and primary contact for the media.

DISTINGUISHING CHARACTERISTICS:

This is a journey-level professional classification in the General Administrative Services – Public Information Group job family within the City of St. Louis. Incumbents within this classification perform moderately complex duties with a variety of related tasks. The distinguishing characteristics of this classification within the series include writing press releases for the Mayor's office.

Incumbents work under general supervision. While workers require some supervision in most assignments, they are free to develop their own work sequences within established procedures, methods and policies. They are generally subject to periodic supervisory checks.

This is an individual contributor class, meaning the incumbent is responsible for his/her own work including output, quality and timeliness. The individual contributor may serve as a resource or guide by advising others on how to use processes within a system or as a member of a collaborative problem-solving team.

EXAMPLES OF WORK (Illustrative Only):

(The list of duties is intended to be representative of the duties performed in positions within this classification. It does not include all the duties that may be assigned to a position and is not necessarily descriptive of any one position in this class.)

Writes and edits speeches to be presented by others.

Gathers information to write speeches from interviews and research.

Writes press releases for the Mayor's office; coordinates press releases issued by city departments.

Acts as a spokesperson and makes presentation for the Mayor's office, as needed.

Responds to public and press inquiries; answers correspondence.

Performs other duties as assigned.

KNOWLEDGE, SKILLS AND ABILITIES:

Data Utilization:

Requires the ability to perform mid-level data analysis including the ability to audit, deduce, assess, conclude and appraise. Requires discretion in determining and referencing such to established criteria to define consequences and develop alternatives.

Human Interaction:

Requires the ability to persuade, convince, influence, train and monitor, in favor of a desired outcome. Requires the ability to sell.

Equipment, Machinery, Tools and Materials Use:

Requires the ability to operate, maneuver and/or provide simple but continuous adjustment on equipment, machinery and tools such as a personal computer, fax machine and/or materials used in performing essential functions.

Verbal Aptitude:

Requires the ability to utilize a variety of reference, descriptive and advisory data and information such as media materials, city reports, speeches, guidelines and non-routine correspondence.

Mathematical Aptitude:

Requires the ability to perform addition, subtraction, multiplication and division; calculate percentages, and decimals; requires the ability to interpret descriptive statistics.

Functional Reasoning:

Requires the ability to apply principles of influence systems such as planning, coordinating and influencing. Ability to exercise independent judgment to apply facts and principles for developing approaches and techniques to problem resolution.

Situational Reasoning:

Requires the ability to exercise the judgment, decisiveness and creativity required in situations involving the evaluation of information against sensory, judgmental and/or subjective criteria, as opposed to criteria that are clearly measurable or verifiable.

Environmental Factors:

Tasks are regularly performed in safe and comfortable surroundings without exposure to adverse environmental conditions.

Physical Requirements:

Tasks may involve extended periods of visual concentration at a keyboard or workstation.

Sensory Requirements:

Requires the ability to recognize and identify individual characteristics of shapes and sounds associated with job-related objects, materials and tasks, such as presenting speeches.

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