



PUBLIC INFORMATION REPRESENTATIVE

JC: VA115
PG: S11

BU: S04 (SEIU)
FLSA: Non-exempt

*Class specifications are intended to present a descriptive list of the range of duties performed by employees in the class. Specifications are **not** intended to reflect all duties performed within the job.*

DEFINITION

Under general supervision, researches and prepares a variety of public information materials for dissemination through various communications media; performs related work as assigned.

CLASS CHARACTERISTICS

This single position class is responsible for research and preparation of news releases and other informational materials, publication of in-house and external newsletters and educational materials and for responses to public requests for information regarding the District. This class is distinguished from the Manager of Public Information in that the latter has overall responsibility for all public information programs.

REPORTS TO:

EXAMPLES OF DUTIES

1. Gathers and compiles information through research or personal interview; prepares the District's Annual Report, news releases, brochures, handouts, and other written materials for media sources.
2. Obtains information and prepares materials for radio, news, and other programs; responds as a member of the media emergency team.
3. Coordinates the activities of photographers.
4. Assists media representatives covering District sponsored events.
5. Attends and represents the District at press events and in meetings with the media and various community groups and organizations.
6. Answers inquiries from the public; supports information needs of transit researchers.
7. Participates in news media interviews.
8. Coordinates office support activities for the production and distribution of public information materials.
9. Arranges interviews with District officials and staff, coordinates media access to stations and facilities and escorts media on District tours.

10. Acts as Editor, planning, writing, editing, and producing the District's employee newsletter; prepares layout, design, and paste-ups for various written materials; proofreads materials for accuracy and compliance with District policy.
11. Prepares consultant contract documents and selects and directs the work of contractors in the production and publication of such items as the District's Annual Report and employee newsletter.
12. Determines need and arranges for photographic requirements; explains desired typography, illustration, layout and other requirements to printers, art services and others in the graphic arts field.

QUALIFICATIONS

Knowledge of:

- Principles, techniques and methods of public information and community relations
- Print and electronic news media operations and requirements
- English grammar, spelling, punctuation, and vocabulary; writing composition, layout and editing techniques
- Interviewing techniques to elicit complete and accurate news information
- Methods of preparing informational materials and disseminating them through various media sources
- Graphic design and printing methods
- Photographic techniques, styles, and formats

Skill/Ability in:

- Evaluating District activities and events for their news value
- Reporting information accurately, clearly, and effectively
- Representing the District effectively in meetings with the media, business, professional and community groups and the public
- Preparing clear, concise, and complete reports, news releases and other written correspondence and materials
- Preparing effective graphic materials and layouts
- Making sound independent decisions within policy guidelines
- Exercising crucial judgment and tact when dealing with media on sensitive matters
- Meeting critical deadlines
- Proofreading written materials for accuracy and compliance with District policy
- Establishing and maintaining effective working relationships with those contacted in the course of the work
- Produce typewritten materials using a typewriter and word processing equipment

MINIMUM QUALIFICATIONS:

Education

Any combination of college and experience equivalent to graduation from a four-year college with major course work in communications, journalism, English or a closely related field. Graduation from a four-year college is preferred.

Experience

Two years of experience in preparing public relations or public information material or as a writer, editor, or reporter in the print or broadcast media; additional experience as outlined above may be substituted for the education.

Substitution

None

Other Requirements

Must possess a valid California driver's license and have a satisfactory driving record.

Work on an on-call status 24 hours a day, 7 days a week.

WORKING CONDITIONS

Environmental Conditions

Physical Conditions

BART EEO-1 Job Group: 3500 – Professionals
Census Code: 2825 – Public Relations Specialist
Safety Sensitive: No

CLASSIFICATION HISTORY

Created: August 1997

