



Public Information Officer

Class Code:
5022

Bargaining Unit: Unrepresented - Management

SUPERIOR COURT OF CALIFORNIA, COUNTY OF ALAMEDA
Established Date: 07/18/2022

SALARY RANGE

SEE SALARY SCHEDULE

JOB DESCRIPTION:

JOB DEFINITION:

Under general direction, the Public Information Officer has overall responsibility for official external court communications, including press releases, and internal court-wide communications; plans, organizes, directs and implements strategic court-wide public information activities; serves as the primary spokesperson for the Court in communicating with the public, the news media and private agencies to increase the public's awareness of the Court's mission, services and programs, initiatives as well as routine and sensitive inquiries; manages the Court's social media presence; and performs other related duties as assigned.

DISTINGUISHING FEATURES:

This single position classification reports to the Court Executive Officer and is primarily responsible for external court communications, including serving as the primary spokesperson for the Court and coordinating public information concerning Court operations and objectives. This class is distinguished from the Court Executive Officer in that the latter has court-wide responsibility for the performance of all administrative functions and Court personnel.

EXAMPLES OF DUTIES:

NOTE: The following are duties performed by employees in this classification; however, employees may perform other related duties at an equivalent level. Each individual in the classification does not necessarily perform all listed duties.

1. Plans and initiates programs designed to inform court staff, the public, members of the Bar, communications media, educational institutions, governmental agencies, civic and professional organizations and other judicial partners of the functions, activities and objectives of the Court; coordinates the development and implementation of a court-wide external communication plan

to increase the public's awareness of the Court's services and programs, priorities and accomplishments; and ensures communication and public relation efforts are cohesive, and consistent.

2. Serves as the primary spokesperson for the Court on routine and sensitive media inquiries; develops and implements strategies to promote and communicate the Court's mission, initiatives and accomplishments; plans, prepares and distributes news and press releases and responds to media inquiries regarding Court cases and programs; determines the best approach for disseminating court information to the public, the media and other interested parties; and provides direct and proactive advice, consultation and assistance to senior leaders regarding public information matters, including researching, providing information and developing communication.

3. Develops public information policies and procedures and makes recommendations to the Court Executive Officer and Presiding Judge concerning public and media communications programs and activities.

4. Designs and distributes a wide range of internal and external information through the use of digital and print publications, including social media; manages the Court's communication programs, using the Court's intranet, website, social media platforms, Court publications and news releases; monitors news publications and other media coverage of Court news and maintains a clip file of media coverage of Court affairs and distributes clips to affected Court Divisions.

5. Designs, develops and creates public information and education materials, including newsletters, fact sheets, brochures, pamphlets, presentations, FAQs, surveys and other print/graphic materials.

6. Attends meetings and conferences as a public relations representative for the Court; serves on committees, task forces and civic programs to promote Court priorities, programs and initiatives; and stays abreast of new trends and innovations within information dissemination.

7. Performs other related duties as assigned.

MINIMUM QUALIFICATIONS:

Education:

Bachelor's degree from an accredited college or university with major coursework in journalism, communications, public relations/marketing, business or public administration, or a closely related field.

And

Experience:

Five years of full-time progressively responsible professional-level experience in public relations, public or community relations disseminating and communicating information to the public through various communications media, including experience planning and administering public information and serving in the capacity of the organization's public relations spokesperson, preferably with a large public agency.

KNOWLEDGE AND ABILITIES:

Knowledge of

- Principles, techniques and strategies of effective public communications, public relations, and news media relations.
- English, grammar, spelling, syntax and punctuation.
- Information dissemination techniques and methods.
- Layout and editing techniques and procedures.
- Interviewing techniques.
- Court and public service processes, including community outreach programs and services.
- Statutes, laws, and court policies and procedures governing the release of court information, media access to courtrooms, case confidentiality, and right to privacy restrictions.
- Functions and procedures of the California Superior Court system.

Ability to

- Act as a liaison of the Court by sharing information on its programs, policies and procedures with members of the media, other government agencies, and the general public.
- Write clear, detailed and accurate news releases and information materials, including newsletters, articles, bulletins, reports and other documents as required.
- Maintain a professional demeanor with the media and others.
- Effectively and appropriately handle confidential and highly sensitive information.
- Communicate clearly and concisely, both orally and in writing especially during difficult and sensitive inquiries.
- Handle complex situations requiring a high level of professionalism, diplomacy, and effective communication.
- Analyze problems, identify solutions, and project consequences of proposed actions.
- Work independently with minimal direction from others while meeting crucial deadlines.
- Interpret, apply, and explain laws, regulations, ordinances, court processes, policies and procedures.
- Speak before and facilitate discussions with large groups of people.
- Communicate professionally and maintain effective working relationships with elected officials, including judicial officers, court employees, members of the public and others encountered in the course of the work.
- Represent the Court effectively on diverse issues in a wide variety of forums.

CLASSIFICATION HISTORY:

Date established: 7/18/22