CITY OF HOUSTON

JOB DESCRIPTION

Job Code: 874.2

Job Title: **PUBLIC INFORMATION OFFICER**

Pay Grade: 26

GENERAL SUMMARY:

Represents a City department as spokesperson, relaying information, promoting publicity and fielding questions, for all public/media related activities.

RESPONSIBILITIES:

- Manages or leads the daily operations of a public information section, including overseeing staff responsible for research and compilation of statistical and historical data.
- Represents the department as spokesperson and acts as a liaison between the department and the community. Attends various civic, council and business meetings, public dedications and other public-event activities.
- Prepares the preparation and distribution of responses to all media requests, information interviews, public inquiries and City Council requests, ensuring accuracy and timeliness.
- Promotes departmental activities through appropriate media channels.
- Tracks Requests for Council Actions and coordinates City Council correspondence as directed.
- Monitors and responds to public feedback relative to departmental activities and progress.

SPECIFICATIONS:

KNOWLEDGE:
Requires a Bachelor's degree in Journalism, Public Relations, Public Administration or a closely related field.

EXPERIENCE:
Five years of progressive professional experience in media, public relations or a closely related field are required.

COMPLEXITY:
Work requires the direct application of a variety of procedures, policies and/or precedents. Moderate analytic ability is required in applying guidelines, policies and precedents, and in adapting standard methods to fit facts and conditions.

IMPACT OF ACTIONS:
Errors in work could lead to significant expense and inconvenience. Work is typically performed under limited supervision with alternating periods of relative autonomy and general review. The supervisor generally plays a substantial role in setting objectives and organizing work.

SPECIFICATIONS: (continued)

SUPERVISION EXERCISED:

Direct Supervision:
May lead or manage employees in the public information office.

Indirect Supervision:
May involve supervision and evaluation of work as a Manager or the equivalent.

CONTACTS:

Internal Contacts:
Level of internal contact is primarily with Managers and Assistant Directors. Interaction requires substantial sensitivity and cooperation; e.g., basic project interaction.

External Contacts:
Level of external contact is primarily with citizens, visitors and/or mid-level representatives of government agencies, guests, vendors and professional contacts with allied organizations and occasionally with prominent persons such as community leaders, business and industry leaders as well as officials of government and financial agencies and media representatives. Interaction involves some explanation and persuasion leading to resolution of moderately complex issues; e.g., project coordination and higher-level problem resolution.

PHYSICAL EFFORT:
The position is physically comfortable, the individual has discretion about walking, standing, etc.

WORK ENVIRONMENT:
There are no major sources of discomfort, i.e., essentially normal office environment with acceptable lighting, temperature and air conditions.

PHYSICAL SKILL:
Requires the ability to make simple gross motor responses within large tolerances.

MISCELLANEOUS:
All duties and responsibilities may not be included in the above job description.

JOB FAMILY:
Public Information Officer

Effective Date: October 1990
Revised Date: August 2025