



PUBLIC INFORMATION OFFICER

City of Patterson

Salary: \$80,337.72 - \$97,651.08 Annually

The City offers an excellent benefits package.

Under general supervision of the Program Manager or a senior-level manager, plan, develop, implement, and facilitate the City's communication and media platforms; performs a wide variety of marketing related duties; effectively implement social media strategy, email marketing planning; performs communications work related to planning, organizing, implementing public information, media relations, and communications programs; increases positive media exposure; designs and monitors web content; creates public information materials; supports assigned department or manager in public relations, communications, and marketing; and performs other related duties as required and/or assigned.

The ideal candidate has extensive experience in communications, is articulate, well-organized, and innovative, with strong public speaking and interpersonal skills; is able to collaborate, build and maintain strong relationships with City staff, community groups, and members of the media; has strong written and verbal communication skills, sound judgment, attention to detail and integrity while working in a fast-paced environment; is able to effectively prepare and communicate key messages to various audiences in a timely manner; is able to effectively utilize technology and various social media platforms to perform a variety of communication tasks; is able to remain calm and collected under stressful conditions; and must be able to effectively work on multiple projects simultaneously.

Minimum qualifications: Education: Equivalent to a BA/BS degree from an accredited college or university with major coursework in Communications, Journalism, Marketing, Graphic Design, Public Relations, or related field. Experience: Three (3) years of progressively responsible work experience in marketing, graphic design, community relations, or related area. Experience in a public agency is desirable. License/Certificate: Possession of a valid Class C California Driver's License at the time of appointment.

For more information and to apply, visit the City's website at <http://www.ci.patterson.ca.us/> under "Employment Opportunities." Deadline for applying: September 15, 2023 at 5:00 PM