

## City of Fort Worth, Texas

### Job Description

<b>Classification Title</b>	Public Information Officer		
<b>Job Code:</b>	PR5970	<b>Job Family:</b>	Professional
<b>Pay Grade</b>	613	<b>Date Reviewed:</b>	08/11/2025
<b>FLSA Status</b>	Exempt	<b>Date Revised:</b>	

### GENERAL SUMMARY

Works closely with the Senior Public Information Officer, provides the dissemination of news and information to the public and media regarding departmental and/or City-wide programs. Assists with responses and coordination of media relations for critical incidents, navigates crisis communications, develops messaging and initiatives to help build community trust. Provides high level support for the Chief Communications Officer and Department Directors to ensure timely, accurate, and consistent messaging on various media-related content as well as critical incident situations.

### ESSENTIAL DUTIES & RESPONSIBILITIES

*The intent of this job description is to provide a representative summary of the major duties and responsibilities performed by incumbents of this job. Incumbents may be requested to perform job-related tasks other than those specifically presented in this description.*

1. Serves as an official liaison between the city and external media outlets by managing inquiries, coordinating responses, facilitating interviews, and maintaining ongoing communication with journalists, editors, and producers.
2. Acts as a designated spokesperson on assigned topics, delivering clear, accurate, and timely public statements and participate in media engagements, as needed.
3. Research, draft, and edit high-quality press materials including press releases, media advisories, talking points, fact sheets, and official City statements, ensuring alignment with City priorities and messaging frameworks.
4. Monitor local, regional, and national media coverage for issues affecting the City; compile daily news summaries and develop proactive communication strategies in response to emerging narratives or misinformation.
5. Collaborate with departments across the organization to identify newsworthy initiatives, public service campaigns, and policy updates; translate complex topics into accessible, media-ready content for the public.
6. Assists in planning and organizing media-related events such as press briefings, groundbreakings, public safety announcements, and special City programs, ensuring effective messaging and media engagement.
7. Coordinates crisis communication efforts by participating in after-hours or rapid-response rotations, disseminating urgent updates to the media, and contributing to

coordinated communication efforts through the Emergency Operations Center when activated.

8. Maintain up-to-date media contact databases and records of outreach activity; track media metrics and analyze coverage trends to assess effectiveness and refine engagement strategies.
9. Ensures all public communications adhere to applicable laws, including public records regulations, transparency standards, and digital accessibility requirements.
10. Performs other related duties as required.
11. Adheres to assigned work schedule as outlined in the Department and City attendance policies and procedures; ensures all behaviors comply with the City's Personnel Rules and Regulations.

## **KNOWLEDGE, SKILLS & ABILITIES**

- **Knowledge of:**

- Principles and practices of public relations, media relations, and strategic communications in a public-sector or governmental environment.
- Formal and proper usage of the English language regarding verbal usage, grammar, spelling, punctuation, and vocabulary.
- Professional standards for media writing, editing, and formatting.
- Current trends in local, regional, and national media, including social media's influence on public perception and engagement.
- Associated Press and design and typographic principles.
- Media relations, crisis, and public communication.
- Basic marketing theories, principles and practices and their application to program promotion.
- The principles associated with the role of meeting the necessary standards of customer service.
- The functions of public sector and or local municipal government organizations to include the relationships between departments, divisions, local and Federal agencies.
- Pertinent federal, state, and local laws, codes and regulations.

- **Skill in:**

- Computers and applicable software and systems.
- Leading and developing strategic relationships with key points of contact in a complex organization.
- Strategic planning, tactical execution and problem solving.
- Research/development and data analysis.
- Designing and delivering multiple programs, projects, and tasks in a dynamic environment.
- Managing integrated communications and marketing campaigns by updating internet and intranet websites.

- **Ability to:**

- Provide guidance to the Chief Communications Officer or Department Directors on communication issues.

- Communicate clearly and effectively, both orally and in writing.
- Provide attention to detail.
- Plan and coordinate projects from inception to completion.
- Establish and maintain effective working relationships.
- Respond after normal business hours when critical, high-profile incidents occur.
- Interpret and analyze technical data and information for decision-making and reporting purposes.
- Interpret and explain City policies and procedures.
- Comprehend and make inferences from written material.
- Plan, coordinate, create and adapt social media content across various social media platforms.
- Interact with City of Fort Worth employees, media, and the public in an engaging and professional manner.

## **MINIMUM JOB REQUIREMENTS**

Bachelor's degree from an accredited college or university with major course work in Public Administration, Business Administration, Communications, Public Relations, Journalism, Social Sciences, Marketing or a related field and three years of increasingly related responsible experience in these areas.

## **OTHER REQUIREMENTS**

None.

## **WORKING CONDITIONS**

*The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.*

Depending on assignment, positions in this class typically require touching, talking, hearing, seeing, grasping, standing, walking and repetitive motions.

## **PHYSICAL DEMANDS**

*The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.*

Sedentary Work – Depending on assignment, positions in this class typically exert up to 10 pounds of force occasionally, a negligible amount of force frequently, and/or or constantly having to lift, carry, push, pull or otherwise move objects. Sedentary work involves sitting most of the time. Jobs are sedentary if walking and standing are required only occasionally and all other sedentary criteria are met.