

**City of Fort Worth, Texas
Job Description**

Classification Title	Sr. Public Information Officer		
Job Code:	MG1951	Job Family:	Management
Pay Grade	615	Date Reviewed:	8/11/2025
FLSA Status	Exempt	Date Revised:	

GENERAL SUMMARY

Under the direction of the Chief Communications Officer, assists in the planning, developing, implementing, and managing the dissemination of news and information (verbal and written) to the public, City of Fort Worth employees, and the media regarding departmental and/or City-wide news and information. Responds to and coordinates media relations for critical incidents, navigates crisis communications, develops messaging and initiatives to help build and sustain community trust and reputation management. This position also works closely with the City Manager's Office to ensure timely, accurate, and consistent messaging on various print and 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. Works with CCO to develop City of Fort Worth communications strategies to meet the goals and objectives of all city communications and outreach efforts with stakeholders, media, community, staff and others.
2. Responds to breaking news and critical incidents to advise on the communication of information to the public and members of the City of Fort Worth and coordinate media relations and internal message consistency by disseminating talking points on policy changes, safety initiatives, new technology, and major city announcements.
3. Assists in researching issues and writing speeches and communications for the City Manager, when needed, and develops talking points for Public Information Officers and Community Outreach specialists.
4. Responsible for policy briefs, monitoring agendas closely for pre-council articles and post-council recaps.
5. Supports CCO, CMO, Mayor and Council with support writing press releases, media advisories and talking points for City events, as needed.
6. Works closely with Managing Editor to help plan, review, edit write, produce and manage City News and City Times.

7. Works with Managing Editor, FWTV Manager, and Community Engagement Manager to develop and evaluate public education campaigns, special events, and promotional activities for the City of Fort Worth
8. Develops and maintains positive working relationships with local media and civic organizations and serves as a spokesperson and representative for the City to the media and external organizations including community, schools, and government groups.
9. Represents the City during activations of the Emergency Operations Center as needed and provides messaging and media support for public engagement activities.
10. Conducts regular training and impromptu coaching of subject matter experts regarding how to communicate with the media.
11. Performs other related duties as required.
12. 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.
13. Pursuant to the City of Fort Worth's Code of Ordinances and Personnel Rules and Regulations, employees in this position cannot file an appeal of disciplinary actions taken against them.

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, and local and Federal agencies.
- Pertinent federal, state, and local laws, codes and regulations.

- **Skill in:**

- Computers and applicable software and systems
- Leading, managing and developing strategic relationships with key points of contact in a complex organization.
- Strategic planning, tactical execution and problem solving.

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- 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 and support to the Chief Communications Officer and Department Directors on communication issues.
 - Communicate clearly and effectively, both orally and in writing.
 - Provide attention to detail.
 - Plan and direct projects from inception to completion.
 - Work in emotionally and/or politically charged environments.
 - Establish and maintain effective working relationships.
 - Respond after normal business hours when critical, high-profile incidents occur.
 - Coordinate several projects at one time and work within deadlines.
 - 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.
 - Produce public service announcements, videos, and photography for promotional use with a basic understanding of photo and video editing principles.
 - Maintain an understanding of the political and departmental processes while avoiding personal involvement in political and departmental issues.

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 five 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.