PUBLIC RELATIONS AGENT

Occupational Code: 1421
Salary Range: 25A
Status: Classified
FLSA: Exempt
Established: 1/79
Revised: 12/89  4/93  3/02  7/03  8/04  8/05  4/06  10/06 (ADA)

NATURE OF WORK:

This is responsible general public relations work and writing of public relations and/or public information material for the City of Miami, or a department; editing may be required.

Work involves acting in a public relations liaison capacity between the City Department and visiting agencies, organizations and individuals or with existing community groups. Also involves writing and editing public relations and/or public information material for or about the City of Miami, or a department. All work is performed applying journalistic and public relations practices and techniques, exercising considerable independent judgment and discretion. This individual may act as an official greeter or host, when authorized by the Department Director or designee. This position differs from the Public Relations Coordinator in the amount of independent judgment and authority and supervision. General supervision is received from the Director or designee.

ESSENTIAL FUNCTIONS: (The examples of work listed in this class specification are not necessarily descriptive of any one position in the class. The omission of specific statements does not preclude management from assigning specific duties not listed herein if such duties are a logical assignment for the position. Examples of work performed are not to be used for allocation purposes.)

Organizes a departmental public relations program under the direction of the Department Director or designee.

Acts as a public relations liaison between Department and the media, visiting individuals and organizations as well as with existing community groups.

Organizes and arranges, when advisable, public appearances and speaking engagements for departmental personnel.

Writes drafts of articles, pamphlets, news releases, convention letters, etc., on various topics intended to describe commercial, industrial, agricultural and vacation facilities in the City of Miami, or a department; prepares layouts; and may have to edit individually assigned projects.

May assist in arranging television, radio, and newspaper interviews.

May assist with programming and operation of the City’s radio station.

Pitches story ideas relating to the City of Miami or a department to the news media.
PUBLIC RELATIONS AGENT (Cont.)

Develops brochures, calendars, pamphlets and other related material; selects artwork, does the editing, layout, and coordinates distribution.

May be assigned special community relations projects by the Department Director or designee.

May do some publicity writing.

May function as an interpreter or translator.

Performs other related work as required.

**DESIRABLE KNOWLEDGE, ABILITIES AND SKILLS:** (The knowledge, abilities and skills identified in this class specification represent those needed to perform the duties of the class. Additional knowledge, abilities and skills may be applicable for individual positions in the employing departments.) Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Thorough verbal and written knowledge of English and Spanish languages.

Thorough knowledge methods and procedures of achieving constructive public relations.

Knowledge of community organizations and news media; including Spanish newspapers and radio stations, and community newspapers.

Able to speak effectively before groups and to present a favorable image to the media.

**DESIRABLE BASIC TRAINING AND EXPERIENCE:**

Bachelor’s degree in Journalism or Public Relations, or closely related field, and some (6 months – 2 years) experience in journalism or public relations.

OR

Equivalent combination of training and experience beyond an Associates degree.

**NECESSARY SPECIAL QUALIFICATIONS:**

A Valid Driver’s License from any state (Equivalent to a State of Florida Class E) may be utilized upon application, however prior to appointment a State of Florida Driver’s License (Class E or higher) must be presented to the Department of Employee Relations.

**TOOLS AND EQUIPMENT:**

Computer with printer, calculator, fax machine and typewriter.
PUBLIC RELATIONS AGENT (Cont.)

**WORK ENVIRONMENT:** (The work environment characteristics described here are representative of those 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.)

The noise level is occasionally low in the office and occasionally loud outside. An employee is frequently required to work outside, which includes high and low temperatures, and wet surroundings. May frequently work at night, overtime, be required to work variable work hours, and be required to travel. May be on call 24 hours a day. Sometimes work is stressful when working under stringent time constraints.