



# Employment Opportunity

**PLEASE  
POST**

5050 Clark Avenue, Lakewood, CA 90712 (562) 866-9771 ext. 2210

## **PUBLIC INFORMATION OFFICER**

**\$6,886 - \$8,371 per month**

(plus excellent benefits including \$988 per month cafeteria benefit plan and the City pays the employee's member contribution to PERS [7% of the employee's salary])

**DEADLINE TO APPLY:** Completed applications must be received in the Personnel Department by **5:00 p.m. on Wednesday, March 31, 2010.**

**THE POSITION:** The City of Lakewood is seeking a highly motivated Public Information Officer with substantial experience in all aspects of print and digital media production, including copy writing and editing, publication design and page composition, and photo editing, as well as comparable experience in the organization of community relations activities. The ideal candidate will have "hands on" experience in media production along with experience supervising writers, photographers, Webmasters, and community relations managers. This position is production oriented, with the expectation that the PIO is both producer and manager of content. The PIO serves under direction of the City Manager or designee and plans, coordinates, conducts, and monitors the effectiveness of a comprehensive public information program, including: writing, editing, and preparing for publication a city newsletter and other print media; acting as the city's designated spokesperson; serving as liaison to reporters; supervising the city's photographic unit and e-media program; managing community relations programs; serving as the city's Public Information official under NIMS; and carrying out other related duties.

**EXAMPLES OF DUTIES:** Duties may include, but are not limited to the following: Conducts and supervises the city's overall public information program, community relations program, e-media program; writes, edits and prepares news releases, brochures, speeches, special event programs, articles, PowerPoint presentations, and reports; writes and edits the city newsletter and other city publications, including guides to city services and programs; consults with the Print Shop and vendors in the preparation of publications; has responsibility for the design, layout, copy preparation, proofreading, and printing of publications produced by the Public Information Office; prepares advertising for the city programs and services; coordinates with city departments to develop news items for city publications and to respond to media requests; is "on camera talent" for some cable programs; directs PIO unit members in public contact procedures; answers inquiries about local government and city policies; oversees the city's print and Web-based photo archives; responds proactively to evolving community issues by consulting with the City Manager and executive staff members; assists in the development of city programs by advising executive management on their public relations impact; assists community organizations and their representatives in the conduct of jointly sponsored promotional efforts; oversees community surveys; administers public information, community relations, photo, and e-media policies and procedures; and prepares budgets for the Public Information Office.

### **QUALIFICATIONS:**

**Knowledge of:** Public information techniques and media relations, editing and news reporting, writing for publication, marketing and promotion; photography for publication and e-media, e-media production; cable television writing, work unit supervision; principals, practices and procedures of public administration and management.

**Skills & Ability:** Respond to the public relations implications of sensitive political and community issues; advise on the promotional needs of city programs and services; conduct a comprehensive public information program, write effectively for a variety of audiences and in a variety of media, edit copy and make layout and publication design specifications, work with vendors in the production of publications, evaluate the image of the community reflected in news reports, establish and sustain cooperative relationships with department directors and staff; develop effective relationships with media representatives; and plan, direct and supervise the work of subordinate personnel. Willingness to work evenings and weekends as needed to cover events.

**Physical Abilities:** Ability to read, write, type, operate a computer, calculator, fax machine; use pencils, pens, stapler; drive city vehicles; be at work daily; communicate orally and in writing; hear and see within normal ranges and to work irregular schedules to attend public meetings and events.

**Education & Experience:** Any combination of education and experience that would provide the knowledge, skills and abilities necessary for successful job performance, such as graduation from an accredited college or university with a bachelor degree in Public Administration, Public Relations, Journalism, or related field and five years of increasingly responsible experience in performing professional public information work, including writing and producing publications,

advertising, marketing, program promotion and administration, including two years in a supervisory capacity. Local government experience and a Masters degree are highly desirable.

**Special Requirements:** Must possess a valid California Class C Driver's License issued by the State Department of Motor Vehicles and a good driving record.

**SELECTION PROCEDURE:** A City application must be submitted along with a resume and a cover letter outlining your experience in management, supervision and production of public information materials. Only those applicants whose qualifications most closely meet the needs of the position will be invited to compete in the selection process. The selection process may consist of any one or a combination of the following examination procedures, which include, but are limited to: written examination, work sample exercises, qualifications appraisal interview, and performance test. Only those who qualify in each of the exam components will be considered for appointment to the position. *Not all applicants may be invited to the testing process.*

**APPLICATION PROCESS:** Application materials may be obtained from the Personnel Department, City of Lakewood, 5050 Clark Avenue, Lakewood, CA 90712, by calling (562) 866-9771, ext. 2210, or by visiting the City's website at [www.lakewoodcity.org](http://www.lakewoodcity.org). All properly submitted application materials will be reviewed and evaluated. *Resumes will not be accepted in lieu of the City Application Form.*

**BENEFITS:** The City participates in the CalPERS retirement system (2% at 55 formula), supplemented by a 0.5% stackable benefit administered by PARS. The City pays the employee's portion of the CalPERS retirement contribution. Employees contribute approximately 3% of salary for the PARS [IRC 401(a)] supplemental retirement plan. Other benefits include two weeks annual vacation (three weeks after three years, four weeks after 15 years); a \$988/month cafeteria benefit plan including medical and dental options; city paid life insurance, long-term disability and vision insurance for the employee; 11 paid holidays; longevity pay beginning at the completion of 10 years of qualified service, and career medical retiree benefit programs. The City participates in the CalPERS medical insurance plans. The City does not participate in Social Security.

**ABOUT THE CITY:** Lakewood is primarily an urban residential community located in the southeast portion of Los Angeles County. It is 9.5 square miles in area with a population of approximately 83,674. Lakewood is a general law city and is extensively involved in contract services through the County and other agencies. Departments include Administration, Community Development, Personnel/City Clerk, Public Works, Administrative Services, Water Resources and Recreation & Community Services.

**POSTED:** 02-26-10

#### IMPORTANT EMPLOYMENT INFORMATION

The provisions of this bulletin do not constitute an expressed or implied contract. Any provision contained in this bulletin may be modified or revoked without notice.

**APPLICATION PROCESS:** Applications must be filled out completely and clearly show that the qualifications are met. All statements made on the application are subject to investigation and verification. False statements will be cause for disqualification, removal from the Eligible List, or discharge from employment. Resumes may be attached, but will not be accepted in lieu of a standard City application form. All application materials become the property of the City of Lakewood and are not returnable.

**EQUAL OPPORTUNITY:** The City of Lakewood does not discriminate on the basis of age, sex, race, color, religion, national origin, ancestry, marital, or disability status in its employment actions, decisions, policies and practices.

**AMERICANS WITH DISABILITIES:** Qualified individuals with disabilities as defined by the Americans with Disabilities Act are encouraged to apply for City employment. Those who require a reasonable accommodation to take a test as part of the selection process must make such a request to the Personnel Department, in writing, at least three working days prior to the date of the testing procedure. Individuals requesting accommodation in the testing process will be required to provide documentation of such need.

**IMMIGRATION REFORM & CONTROL ACT OF 1986:** In compliance with the Act, all new employees must verify their identity and entitlement to work in the United States by providing required documentation.

**FINGERPRINTING:** Applicants who are hired for designated positions are fingerprinted during the pre-placement processing period. All fingerprints will be processed with the Department of Justice to verify criminal records or absence thereof.

**RESTRICTIONS ON NEPOTISM:** It is the city's policy not to employ relatives. "Relatives" for this purpose include son, daughter, mother, father, brother, brother-in-law, sister, sister-in-law, son-in-law, daughter-in-law, mother-in-law, father-in-law, aunt, uncle, nephew, niece, stepparent, stepchild, grandparent, grandchild, or persons living in the same household. This policy shall apply to full time employment and trainees. This prohibition shall not impact related persons employed by the City prior to June 30, 2007. However, no relative of any city officer or employee to whom this resolution applies shall be employed, if said city officer or employee is in a supervisory, lead or subordinate position over said relative in the areas of hiring, setting compensation, discipline or termination. The City does not prohibit employment

of two people who are married to each other or who are the registered domestic partners of each other pursuant to the California Family Code (section 297 et seq.). Nonetheless, the City will not employ spouses or registered domestic partners in the same division or facility in situations where such action is determined to be inappropriate because of reasons of supervision, safety, security or morale.

**PHYSICAL EXAMINATION:** Employment offers are conditional based upon the successful completion of a medical examination which includes drug and alcohol screening for safety sensitive positions. Physicals are performed by the City's designated physician at the City's expense. Candidates are cautioned not to quit their jobs or give notice to their current employers until they are determined to be medically qualified.

**TUBERCULOSIS TESTING:** Candidates selected to work in a position requiring contact with children must submit a certificate or notice documenting that within the last two years they have been examined and found to be free of communicable tuberculosis. The certificate or notice must be signed by a licensed examining physician or public health agency.

**POSSESSION OF A VALID CALIFORNIA DRIVER'S LICENSE:** Employees in classifications requiring possession of a valid California drivers' license will be enrolled in the Department of Motor Vehicles (DMV) Government Employer Pull Notice program, which confirms possession of a valid driver's license and reflects the driving record.

**LOYALTY OATH OR AFFIRMATION:** All City employees are required to sign a loyalty oath or affirmation prior to actual employment.

**EMERGENCY SERVICE:** All City employees are required to perform assigned Emergency Service duties in the event of an emergency or disaster.

**PROBATIONARY PERIOD:** Regular employees in the classified service are required to serve a probationary period of not less than six months. All other employees are considered at-will and serve at the pleasure of the appointing authority.

**AGENCY SHOP:** Union dues or service fees are mandatory as a condition of employment for full time employees who are in classifications that are covered by Agency Shop provisions. Qualified religious objection can be accommodate