



The City of Barstow Invites applications for the position of:

## **PUBLIC INFORMATION OFFICER**

---

SALARY: \$ 7,525.98-\$9,605.27 monthly

CLOSING DATE: Friday, May 31, 2024

The **City of Barstow** is located midway between Los Angeles, CA and Las Vegas, NV, along historic US Route 66 in San Bernardino County. The City of Barstow spans 40 square miles and is a progressive community and a major transportation center, with approximately 60 million travelers passing through each year. With around 23,000 residents, Barstow is far more than a stop along the way. This great community offers safe, small town, high desert living with the resources and amenities of nearby major metropolitan areas. Residents enjoy a high quality of life, affordable housing, clean air, a range of dining venues, museums, and an ultra-modern new community hospital. As a place where Interstate 15 and 40 intersects with Highways 58 and 247, Barstow truly sits at the crossroads of opportunity, where the best is yet to come.

**What You Will Be Doing:** Under the direction of the City Manager, the Public Information Officer will plan, organize, supervise, and implement the comprehensive public information program, public relations, and marketing plans for the City and the Fire District; administers the City's Cable TV ordinance, while incorporating the City's Mission, Vision, and Code of Ethics into the City's communication plan.

### **EXAMPLES OF ESSENTIAL DUTIES:**

- Create and executes public information programs and events to ensure comprehensive media outreach for City projects, programs, services, and partnerships with the goal of creating proactive community relations and economic development environment.
- Manage the City's daily communications as well as emergency event communication to ensure the City's key messages are consistent, effective, clear, and available to the public.
- Interfaces with the media, elected officials, community groups, businesses, employees and the public.
- Conducts and organizes press briefings, prepares scripts, conducts on-camera interviews, and develops City sponsored video projects.
- Researches, writes, and reviews speeches, press releases, scripts and public service messages for print, radio, television, and electronic media on a wide variety of subjects.
- Monitors regional communication and public information and develops strategies and action plans to further promote the City as needed.
- Advises, coordinates or oversees the design, layout, printing and content, including regular updates, of various City publications, City's web sites, social media sites and government access channel; develops and recommends new and innovative communication methods.
- Develops and manages a photo library; takes photos and videos for events and marketing purposes.
- Participates in the assessment of community needs, target markets and audiences for marketing City programs and services. May conduct public opinion surveys, performs research, and analyzes results.
- Administers and manages cable franchise, economic development, marketing, advertising, and media consulting agreements.

- Maintains current knowledge of marketing, economic development, media relations, broadcasting techniques, and applicable laws, statutes, codes, and ordinances.
- Supervises, trains and reviews the work of technical and administrative support staff, volunteers, work groups, and interns.
- Perform related duties as assigned.

#### **QUALIFICATIONS:**

Any combination of education and experience that would provide the required knowledge, abilities, and skills is qualifying. A typical way to obtain the qualifications would be:

- BA/BS degree in journalism, public relations, communications, or a closely related field
- Three (3) years of increasingly responsible professional-level public information experience in a government setting preferred.
- California Public Information Officials (CAPIO) membership is desirable.

#### **COMPENSATION AND BENEFITS**

City employee may be eligible to participate in a benefit program including holidays, vacations, savings and retirement plans, health programs, and other benefits. Benefits may change due to employer-employee negotiations.

For additional details, refer to the City's website: [www.barstowca.org](http://www.barstowca.org)

#### **RECRUITMENT PROCESS:**

If you are interested in pursuing this unique and exceptional career opportunity, please download the application from <https://www.barstowca.org/government/city-manager/administrative-services-division/human-resources/employment-opportunities> . Resumes, while required, will not be accepted in lieu of a completed application. All statements made in the application material are subject to verification.

Required application materials that need to be submitted in conjunction with the Public Information Officer recruitment include:

- Completed and signed Employment Application
- Application supplemental questionnaire
- Resume and cover letter

It is the applicant's responsibility to ensure that all application materials are received by the City of Barstow by the recruitment deadline. The required application materials may be emailed, mailed or delivered to the following location:

#### **City of Barstow**

Human Resource Office

RE: Public Information Officer

220 East Mountain View Street, Suite A

Barstow, CA. 92311

Email: [recruitments@barstowca.org](mailto:recruitments@barstowca.org)

**Recruitment closes on May 31, 2024**

The City of Barstow prohibit discrimination and harassment of any kind based on race, color, sex, Religion, sexual orientation, national origin, disability, genetic information, pregnancy, or any other protected characteristic as outlined by federal, state, or local laws.



The City of Barstow Invites applications for the position of:

## **PUBLIC INFORMATION OFFICER**

---

### **Supplemental Application**

1. Please explain, in detail, your experience working in Public Information for a government agency.
2. Please provide your experience with photo and/or video editing. Please provide a link for (or attach) a recent media campaign highlighting your photos and/or video editing experience.
3. Please provide your experience in developing a social media-marketing plan. Please provide a recent example of your social media work.
4. Please provide a sample of a recent press release you created on a topic for a government agency.
5. In 200 words or less, please describe how you would market the City of Barstow. What would you highlight? What areas would you suggest for improvement, if any?