JUNE 2025
FLSA: EXEMPT
CLASS CODE: 93000

COMMUNICATIONS AND PUBLIC INFORMATION OFFICER

DEFINITION

Under general direction, the incumbent is responsible for developing, organizing, coordinating, implementing and maintaining a comprehensive internal communications and public information media relations program; serves as the Court's Public Information Officer; facilitates and enhances communications between the Court and its multiple stakeholders; provides professional assistance and guidance to judicial officers, executives, managers, and Court staff on public affairs, media relations, and community outreach matters; monitors and analyzes legislative proposals and their potential impact to the Court; and performs related duties, as assigned.

SUPERVISION RECEIVED AND EXERCISED

Receives general direction from the Court Executive Officer, and may provide general direction to administrative support staff.

CLASS CHARACTERISTICS

The Communications and Public Information Officer is a single position management level classification responsible for the public information media relations and communication needs of the Court, both internally and externally. The incumbent plans, organizes, directs and implements the Court's public information activities, community education events, and public outreach program, and informs the public of activities and services of the Court by disseminating information through communication media. Successful performance of the work requires in depth technical knowledge of specialized and complex public information polices, practices, and procedures. The incumbent is accountable for accomplishing departmental planning and operational goals and objectives; furthering Court goals and objectives within general policy guidelines; and is required to exercise initiative and discretion with the highest degree of integrity, in order to uphold the public's trust and confidence.

EXAMPLES OF TYPICAL JOB FUNCTIONS (Illustrative Only)

Management reserves the rights to add, modify, change, or rescind the work assignments of different positions and to make reasonable accommodations so that qualified employees can perform the essential functions of the job.

- Develops, organizes, coordinates, implements and maintains a comprehensive internal communications and public information media relations program.
- Develops and implements goals, objectives, policies, procedures and work standards for the Court's communications and public information media relations program.
- Provides professional advice and assistance to management, judicial officers, staff, and other departments on public information, media relations, community outreach, internal

communication, and related matters; serves as the Public Information Officer for the Court responding to public and media inquiries on a variety of issues, including, but not limited to, general questions, long range planning, customer complaints, court cases and programs; plans, prepares, and distributes news releases; and determines the best approach for disseminating court information to the public, media, and other interested parties.

- Works closely with court administration and judicial officers to develop media management strategies.
- Coordinates public relations and information between administrators, staff, media representatives, community groups, local, state, and federal agencies, and the public to facilitate awareness of Court operations, programs, functions, resources, and events; speaks before meetings of professional and community organizations and in public forums, and before local and state bodies on legislative and other matters; takes proactive steps to build positive relationships with key elected, business, civic, and community leaders and with members of the media.
- Coordinates with legal and management to appropriately respond to requests for public access to judicial administrative records.
- Responds to, reports on, and formulates policy and procedures for public records and information requests.
- Designs and distributes a wide range of internal and external information through the use of digital and print publications, and social media.
- Monitors changes in laws, regulations and technology that may affect departmental operations; implements policy and procedural changes after approval.
- Attends and participates in professional group meetings; stays abreast of new trends and innovations in the field of communications and public information media relations.
- Performs other duties as assigned.

QUALIFICATIONS

Knowledge of:

- Principles, practices, techniques, and strategies of effective public communications, public relations, news media relations, information dissemination, and community outreach.
- Federal, state, and local laws, regulatory codes, ordinances, and court policies and procedures, including, but not limited to governing the release of court information, media access to courtrooms, case confidentiality, and right to privacy restrictions.
- Regulations and procedures governing the maintenance and release of public records and information.
- Principles and practices of strategic media and organizational communications and news media relations.
- Methods and techniques for creating effective media and public relations material in a variety of formats.
- Fundamentals of project design, development, and implementation.
- Industry trends and media practices as they apply to developing and carrying out communications and public information media relations programs.
- Methods of conducting analytical studies of legislative proposal and their impact to the Court.

- Organizational and management practices as applied to the analysis and evaluation of projects, programs, policies, procedures, and operational needs; principles and practices of Court government administration.
- Methods and techniques for the development of presentations, business correspondence, and information distribution; research and reporting methods, techniques, and procedures.
- Techniques for providing a high level of customer service by effectively dealing with the public, elected and appointed officials, and all levels of Court staff.
- English usage, grammar, spelling, vocabulary, and punctuation.
- Modern office practices, methods, and computer equipment and software relevant to work performed.

Ability to:

- Develop and implement goals, objectives, policies, procedures, work standards, and internal controls for assigned program areas.
- Plan a broad range of internal and external communication and public information media relations programs directed to building the Court's image in the community and with key stakeholders.
- Represent the Court effectively in public settings and with media representatives on a variety of issues.
- Develop concepts and design specific methods and techniques to improve internal communication and the distribution of information of general interest to other agencies.
- Act as a liaison of the Court by sharing information on its programs, policies, and procedures with members of the media, other government agencies, and the general public.
- Analyze and make sound recommendations on complex civic, community and governmental relations, media relations, community outreach and public affairs issues and strategies.
- Write clear, detailed, and accurate news releases, and information materials.
- Interpret, apply, explain, and ensure compliance with applicable federal, state and local laws, statutes, policies, procedures, and regulations related to assignment.
- Organize work, set priorities, meet critical time deadlines, and follow-up on assignments.
- Effectively handle confidential and highly sensitive information.
- Prepare clear, concise, accurate, and comprehensive news releases, informational materials, correspondence, reports, studies, and other written materials.
- Effectively use computer systems, software applications, and modern business equipment to perform a variety of work tasks.
- Use English effectively to communicate in person, over the telephone, and in writing.
- Use tact, initiative, prudence, and independent judgment within general policy, procedural, and legal guidelines.
- Establish, maintain, and foster positive and effective working relationships with those contacted in the course of work.

Education and Experience:
Any combination of experience and education/training that would likely provide the required knowledge and abilities is qualifying. A typical way to obtain the knowledge and abilities would be:

Equivalent to graduation from an accredited four-year college or university with major coursework in journalism, marketing, public relations, communications, English, business or public information, or a closely related field.

AND

Three (3) years of full-time experience developing and administering a comprehensive public relations or communications program, including the dissemination of information for internal and/or external audiences through various communications media.

Licenses and Certifications:

- Possession of, or ability to obtain and maintain a valid California Class C Driver's License and a satisfactory driving record is required. Individuals who do not meet this requirement due to a disability will be reviewed on a case-by-case basis.

PHYSICAL DEMANDS

Must possess mobility to work in a standard office setting and use standard office equipment, including a computer; ability to operate a motor vehicle and to visit various meeting sites; vision to read printed materials and a computer screen; and hearing and speech to communicate in person, before groups and over the telephone. Finger dexterity is needed to access, enter and retrieve data using a computer keyboard, typewriter keyboard or calculator and to operate standard office equipment. Positions in this classification occasionally bend, stoop, kneel, reach, push and pull drawers open and closed to retrieve and file information. Employees must have the ability to sit or stand for extended periods of time, and must possess the ability to lift, carry, push, and pull materials and objects necessary to perform job functions.

ENVIRONMENTAL CONDITIONS

Employees work in an office environment with moderate noise levels, controlled temperature conditions, and no direct exposure to hazardous physical substances; have regular contact with employees in other court divisions, government agencies, the public, media representatives and/or vendors, with the ability to converse and respond appropriately to inquiries and requests; ability to work under pressure with time constraints; and may work weekends, holidays, and after hours as required.