

## **PUBLIC INFORMATION SPECIALIST**

### **PURPOSE AND NATURE OF WORK**

Position is responsible for communications-oriented work for the Lafayette Utilities System and/or Consolidated Government. Work may involve community relations, governmental relations, and employee or public informational programs.

**ILLUSTRATIVE EXAMPLES OF WORK** (Note: These examples are intended only to illustrate the various types of work performed by incumbents in this class. All of the duties performed by any one incumbent may not be listed, nor does any incumbent necessarily perform all of these duties.)

Conducts informational programs to promote the Lafayette Utilities System or the Regional Transportation Safety Action Plan, and answers a variety of questions of this concern. May develop and utilize customer brochures, advertisements, educational programs, in-house newsletters, audio/visual presentations, and other informational presentations. May write or conduct employee, City-Parish Council, and public informational presentations. May coordinate the circulation of information through the use of media. May follow developments of legislative, environmental, economic and technological issues affecting the Lafayette Utilities Department. May serve as liaison between federal and state local safety agencies that work collaboratively to develop and implement the Regional Transportation Plan. May assist agencies in seeking funding opportunities and collaborating initiatives that help improve transportation safety. May perform research, data collection, and identification of performance measures. May develop and implement action plans, coordinate subcommittees, and submit progress reports to LADOTD. May assist in the management and administration of grant funded programs. Participates in other community relations work for Consolidated Government and the Lafayette Utilities System.

Performs related work as required.

### **NECESSARY KNOWLEDGE, ABILITIES, AND SKILLS**

Considerable knowledge of communications concepts and practices.

Considerable knowledge of utility services, extension of utility services after annexations, utility billing processes, energy conservation tips, and the related functions of other Consolidated Government departments, depending on area of assignment.

Knowledge of the regulatory environment and legislative processes affecting utility rates and practices, depending on area of assignment.

Considerable knowledge of transportation safety programs through the LADOTD, Louisiana Highway Safety Commission, and other agencies, depending on area of assignment.

Considerable knowledge of the strategic planning process from development to implementation and tracking, depending on area of assignment.

Considerable knowledge of the grant funding process including scope development, budgeting, implementation and tracking.

Ability to make effective oral and written presentations.

Ability to develop informative programs and materials.

Ability to establish and maintain effective working relationships with other employees, government officials, and the general public.

### **DESIRABLE TRAINING AND EXPERIENCE**

Bachelor's degree in marketing, business, communications, public relations, journalism, or a related liberal arts field with experience in conducting informational programs; or any equivalent combination of training and experience.