

## **PUBLIC INFORMATION SPECIALIST**

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

Position is responsible for communications-oriented work for the Lafayette Utilities System or LUS Fiber. 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 LUS Fiber and answers a variety of questions of this concern. Updates and maintain social media accounts and website for LUS or LUS Fiber. May be responsible for media buys, advertising and marketing collateral, including the development and use of customer brochures, advertisements, educational programs, in-house newsletters, audio/visual presentations, and other informational presentations. May create and conduct employee, City-Parish Council, and public informational presentations. May coordinate the circulation of information through the use of media and may act as spokesperson and primary media contact, including as lead for crisis communications. May follow developments of legislative, environmental, economic and technological issues affecting the Lafayette Utilities System or LUS Fiber, as well as monitor best practices of industry peers. May perform research, data collection, and identification of performance measures. Participates in other community relations work for Consolidated Government, Lafayette Utilities System or LUS Fiber.

Performs related work as required.

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

Considerable knowledge of communications concepts and practices.

Considerable knowledge of services, the extension of services after annexation, billing processes, energy-conservation tips, and related functions of utility services or LUS Fiber, depending on area of assignment.

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

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

Ability to update and maintain social media platforms and organization website at a professional level.

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.