

**RESOLUTION CREATING THE POSITION OF PUBLIC INFORMATION OFFICER FOR
THE CITY OF DIAMONDHEAD, MISSISSIPPI**

WHEREAS, the community of Diamondhead, Mississippi, has for many years enjoyed a successful communication network within the community and surrounding area, and

WHEREAS, the community of Diamondhead has formally incorporated as Mississippi's newest City and wants to continue the dissemination of information to the residents and business community within in the corporate limits regarding community and municipal information, and

WHEREAS, the Mayor and City Council realize the importance of an individual serving as the City's Volunteer Public Information Officer to represent the City as an information source to citizens, businesses, print and broadcast media, city employees and community groups, and

WHEREAS, this volunteer Public Information officer would serve the City well in this capacity.

NOW THEREFORE BE IT RESOLVED, by the governing body of the City of Diamondhead that:

The City of Diamondhead creates the Volunteer Public Information Officer position to disseminate information on behalf of the City of Diamondhead.

Adopted this the 16th day of April, 2012.

	AYE	NAY
Mayor Ingraham	<u>✓</u>	_____
Councilmember Ackerman	<u>absent</u>	_____
Councilmember Holcomb	<u>✓</u>	_____
Councilmember Knobloch	<u>✓</u>	_____
Councilmember Rech	<u>✓</u>	_____
Councilmember Roberson	<u>✓</u>	_____

APPROVED Charlot H. Ingram
MAYOR

ATTEST: *Dina W. Foster*
CITY CLERK

SEAL

THIS IS TO CERTIFY THAT THE FOREGOING RESOLUTION WAS ADOPTED BY THE CITY OF DIAMONDHEAD, MISSISSIPPI, ON THE 16th DAY OF APRIL, 2012.

Dina W. Foster
CITY CLERK

Public Information Officer

Overview of Position

Responsible for serving as an information resource to the citizens, businesses, news media outlets, city employees and community groups. Will coordinate with the city manager and mayor to deliver print and electronic materials that enhance the reputation and effectiveness of the City of Diamondhead.

Reports to and is supervised by city manager. Assists the mayor and council as directed by city manager. This is a volunteer position.

Essential Job Functions

- Reads and analyzes incoming and outgoing correspondence related to the mission and activities of the city. Reviews resolutions and ordinances. Prepares proclamations.
- Writes, submits for review and submits for publication, press releases to all local news media outlets. When appropriate, submits press releases to regional or state news media outlets.
- When appropriate, provides summaries of council actions for publication on the city website.
- Routinely review the city website to ensure all information is current. Coordinate with the city clerk and city manager to determine what information should be removed or updated. Coordinate with Information Technology Officer to update website.

Knowledge, Skills and Abilities

- Knowledge of administrative and clerical procedures and systems such as word processing, managing files and records, and other office procedures and terminology.
- Knowledge of handling electronic and print media activities and press releases.
- Ability to write articles for publication.
- Knowledge of the structure and content of the English language including the meaning and spelling of words, rules of composition, and grammar.
- Provide assistance to news to news personnel in covering routine news stories.

- Basic knowledge of computer systems, websites and webpages. Basic proficiency in the use of software, to include Microsoft Word, PowerPoint and Excel.

Education and Experience

Graduate from an accredited 4 year university. Bachelors or Masters degree in either Public Relations, Communications, Marketing, or Journalism is desired but not required.

Required License or Certificates

Must possess a valid Mississippi driver's license. Must complete and submit a City of Diamondhead Volunteer Form.

Physical Demands and Working Conditions

Physical requirements include occasional lifting/carrying of 10+ pounds. Must possess reasonable visual acuity, speech and hearing; hand and eye coordination and manual dexterity. Subject to sitting, standing, reaching and walking. Working conditions may be both indoors and outdoors.