

CITY OF FONTANA PUBLIC INFORMATION COORDINATOR

DEFINITION: Under general direction, plan, prepare, and disseminate information on the activities, services, and objectives of the City of Fontana to the news media and the general public.

ESSENTIAL FUNCTIONS: The incumbent must have the ability to:

- Prepare and update City news releases regarding highly sensitive or confidential matters such as policy issues, criminal incidents, investigations, road closures, information from the Mayor and Council and other special events.
- Disseminate news to the press, radio, and television through written releases, personal interviews, and/or press conferences.
- Develop and implement creative and innovative marketing strategies
- Coordinate marketing activities which result in increased facility rentals and public knowledge and awareness of programs, special events and City facilities
- Develop and recommend new communications methods and enhancements to better achieve City goals
- Respond, at various times, to the scene of incidents attracting news media attention; act as liaison between the department and media representatives.
- Assist in the preparation of reports or informational publications about City Departments, including researching, writing, and coordinating the photography, lay out, and printing.
- Assist in the planning of and conduct tours of department facilities for public officials.
- Answer public inquiries on departmental procedures, investigations, or activities in person, by telephone, or in writing.
- Maintain records and prepare reports.
- Train staff on policies and procedures, as well as the laws that relate to media and public relations.
- Prepare written statements and speeches for executive staff; inspect and correct written work produced by staff prior to dissemination to the media.
- Coordinate special events, press conferences and tours; receive and handle specific types of complaints from the media and the public.
- Assist in the coordination of city-wide marketing, advertising and promotional programs.
- Update and monitor social media websites.
- Establish and maintain cooperative working relationships with those contacted in the course of work.
- Effectively communicate, both verbally and in writing, with a variety of audiences.
- Maintain prompt and regular attendance.
- Sound judgement and attention to detail.
- This position is always evolving. Therefore, employer reserves the right to modify this job description as necessary.

THE ABOVE LIST OF ESSENTIAL FUNCTIONS IS NOT EXHAUSTIVE AND MAY BE SUPPLEMENTED AS NECESSARY BY THE EMPLOYER.

WORKING CONDITIONS: Position requires sitting, standing, walking, reaching, twisting, turning, kneeling, bending, squatting, and stooping in the performance of daily activities. This position also requires grasping, gripping, repetitive hand movement and fine coordination in preparing reports, using computer keyboard and related equipment; the ability to push, pull, drag and/or lift up to 25 pounds; normal manual dexterity and hand/eye coordination; corrected vision to normal range; acute hearing; written and oral communication; frequent contact with staff, media and general public. May, at times, work in adverse weather conditions.

EXPERIENCE AND TRAINING GUIDELINES

A combination of experience and training that would likely provide the required knowledge and abilities is qualifying. The incumbent must have knowledge and background in the following:

- Familiarity with public sector communications standards, practices, and regulatory requirements, including the California Public Records Act (CPRA), Brown Act, government transparency guidelines, and crisis communication protocols relevant to municipal agencies.
- Modern and complex principles and practices of public relations and public information dissemination
- Knowledge of relevant tools, software, and/or technology used within the role.
- Understanding of organizational policies, procedures, and best practices.
- Principles and practices of excellent customer service.
- Effective communication techniques, including AP Style or other journalistic writing standards.
- Principles of marketing
- Techniques for successful media and event management
- General functions, challenges, and operations of municipal government agencies and departments
- Data collection and analysis techniques
- Record keeping and report writing
- Use of Social Media, Web, Cable TV, photography used as a Marketing Tools
- Knowledge of safe work practices, OSHA regulations, and workplace health and safety procedures to ensure a safe working environment.

The incumbent must have the ability to:

- Exercise discretion and maintain confidentiality when dealing with sensitive information.
- Adapt messaging for diverse audiences, including residents, elected officials, community stakeholders, and the media.
- Remain calm and effective under pressure, especially during crisis communication or emergency events.
- Use a personal computer, telephone, and other electronic devices, to access information, complete documentation, and communicate effectively.

- Understand and follow both oral and written instructions accurately.
- Identify issues, evaluate data, and implement effective solutions (problem solving).
- Manage multiple priorities and meet deadlines.
- Work collaboratively with others in a team environment.
- Perform tasks accurately and thoroughly, with a focus on quality.

Experience: Three (3) years of responsible public information, marketing, and public relations in the public sector.

Education: A Bachelor's Degree from an accredited college or university with major course work in communications, public administration, public relations, marketing, or a closely related field. Additional years of relevant experience may substitute for education on a year-for-year basis.

LICENSES/CERTIFICATIONS:

Possession of, and continuously throughout employment, a valid California Class "C" Driver's License or equivalent.

Notes:

Classification established June 17, 2023

Classification eliminated February 8, 2025 (Classification & Compensation Study)

Classification re-established August 14, 2025