

Employment Opportunity: Public Relations Officer



Human Resources Department

The City of Rockport is accepting applications for a **Public Relations Officer**. This position is responsible for performing a wide variety of highly responsible, confidential, and public duties for the City of Rockport and the City Manager. Responsible for organizing and implementing the City of Rockport's public information activities in order to provide the public and media with timely and accurate information in matters of public interest and to provide a positive organizational image. Performs a wide variety of complex, responsible, and confidential duties for the City Manager; prepare or assist in the preparation of press releases or other media communications to promote the City and inform the public; develops and executes city web page and social media strategies; prepares content for and distributes City Newsletters, brochures, communication plans, etc.; creates content for communication initiatives for the City including high profile issues, communication/marketing plans, advertising placement, emergency management and employee communications including highly visible public campaigns and education initiatives; respond to requests for information from the media or designate an information source; establish or maintain cooperative relationships with representatives of community, consumer, employee, or public interest groups; plan or direct development, or communication, of programs to maintain favorable public perceptions of the City's accomplishments or agenda; point of contact and coordinator for City wide meetings, conferences, and civic functions; respond to complaints and requests for information related to regulations, procedures, systems, and precedents; able to effectively maintain an effective working relationship with a variety of individuals with diverse backgrounds, education, and economic levels, including internal staff, the public, news media and others contacted in the course of assignment; verify information as requested; participate in special projects as assigned; provides training and coaches City representatives on media interviews, and protocol; able to exercise sound judgment in safeguarding confidential or sensitive information; thinks creatively, takes initiative, and requires minimal supervision; proactive in anticipating and alerting others to problems with projects or processes; research, compile and analyze data for special projects; collect and assemble data all background materials for a variety of reports; required to attend and provide assistance at night meetings related to city functions; Performs related duties.

A baccalaureate degree in a course of study related to Communication, Public Relations, Journalism, or related field preferred; combination of related experience and education may be acceptable. Sufficient experience to understand the basic principles relevant to the major duties of the position, usually associated with the completion of an apprenticeship/internship or having had a similar position for two-three years. Local government public relations experience preferred. Possession of or ability to readily obtain a valid driver's license issued by the State of Texas.

Salary range is \$32.08 to \$48.33 depending on qualifications, plus benefits. Employment applications may be obtained from Rockport Service Center, 2751 S.H. 35 Bypass, between the hours of 8:00 a.m. and 4:00 p.m. or online at <https://rockport.seamlessdocs.com/f/generalapp> or scan the QR code to the right. A negative pre-employment drug test and pre-employment physical are required as part of the City of Rockport employment process. The City of Rockport is an EOE/ADA employer. Open until filled, however, the vacancy may close without notice.





Public Relations Officer Administration

ADM-CM/3
Grade: 22

JOB SUMMARY

This position is responsible for performing a wide variety of highly responsible, confidential, and public duties for the City of Rockport and the City Manager. Responsible for organizing and implementing the City of Rockport's public information activities in order to provide the public and media with timely and accurate information in matters of public interest and to provide a positive organizational image.

MAJOR DUTIES

- Performs a wide variety of complex, responsible, and confidential duties for the City Manager.
- Prepare or assist in the preparation of press releases or other media communications to promote the City and inform the public.
- Develops and executes city web page and social media strategies.
- Prepares content for and distributes City Newsletters, brochures, communication plans, etc.
- Creates content for communication initiatives for the City including high profile issues, communication/marketing plans, advertising placement, emergency management and employee communications. Include highly visible public campaigns and education initiatives.
- Respond to requests for information from the media or designate an information source.
- Establish or maintain cooperative relationships with representatives of community, consumer, employee, or public interest groups.
- Plan or direct development, or communication, of programs to maintain favorable public perceptions of the City's accomplishments or agenda.
- Point of contact and coordinator for City wide meetings, conferences, and civic functions.
- Respond to complaints and requests for information related to regulations, procedures, systems, and precedents.
- Able to effectively maintain an effective working relationship with a variety of individuals with diverse backgrounds, education, and economic levels, including internal staff, the public, news media and others contacted in the course of assignment.

- Maintain calendars of City activities, meetings and various events, coordinate activities with other city departments, the public and outside agencies.
- Prepare and maintain a variety of files and filing systems; prepare, maintain, and update various records; verify information as requested; participate in special projects as assigned.
- Provides training and coaches City representatives on media interviews, and protocol.
- Ability to carry out and interpret policy, methods and procedures relating to the conduct of a complete public relations program.
- Able to exercise sound judgment in safeguarding confidential or sensitive information.
- Thinks creatively, takes initiative, and requires minimal supervision.
- Proactive in anticipating and alerting others to problems with projects or processes.
- Research, compile and analyze data for special projects; collect and assemble data all background materials for a variety of reports.
- Required to attend and provide assistance at night meetings related to city functions.
- Communicate information and ideas through oral comprehension and expression speech clarity and recognition, as well as written expression.
- Works with City Manager, Mayor, Emergency Coordinators, and staff in times of disaster to insure public awareness and information distribution.
- Provides City Manager with media analysis of reporting, feedback, and story tone.
- Provides excellent customer service to departments, media and vendors while representing the department/City.
- Performs related duties.

KNOWLEDGE REQUIRED BY THE POSITION

- Knowledge of modern office practices, equipment, and procedures
- Knowledge of proper public contact and telephone etiquette.
- Knowledge of Word, Excel, PowerPoint, and Publisher
- Knowledge of the English language including rules of composition, and grammar
- Knowledge of excellent interpersonal, written and verbal communication and problem-solving skills.
- Knowledge of general clerical work including filing, scheduling, appointments, and purchase

requisitions and reimbursement requests.

- Knowledge of and skilled in writing for a variety of audiences. Ability to write/edit in a variety of writing styles, ability to draft materials on a wide range of topics. Strong editing and proofreading skills.
- Knowledge of business letter writing and basic report preparation using query, video, and editing skills for media purposes.
- Knowledge of current principles and techniques of public information and relations programs.
- Knowledge of the principles, practices and techniques of oral and written communications and interpersonal relations skills in order to determine the most effective communication media and methods.

SUPERVISORY CONTROLS

The City Manager, and City Secretary, assign work in terms of general instructions. The supervisor(s) spot-checks completed work for compliance with procedures, accuracy, and the nature and propriety of the final results.

GUIDELINES

Guidelines include city and department policies and procedures. These guidelines are generally clear and specific but may require some interpretation in application.

COMPLEXITY / SCOPE OF WORK

- The work consists of related public relations duties. Frequent interruptions contribute to the complexity of the position.
- Expected to use judgment, discretion, and tact in the ability to interpret and apply City policy, laws, and regulations in response to requests for information and assistance from the general public and coordinating work with municipal departments.

PHYSICAL DEMANDS / WORK ENVIRONMENT

- The work is typically performed while sitting at a desk or table or while intermittently sitting, standing, or stooping. The employee occasionally lifts light objects.
- The work is typically performed in an office.

SUPERVISORY AND MANAGEMENT RESPONSIBILITY

None.

MINIMUM QUALIFICATIONS

- Knowledge and level of competency commonly associated with completion of a baccalaureate degree in a course of study related to Communication, Public Relations, Journalism, or related field preferred; combination of related experience and education may be acceptable.
- Sufficient experience to understand the basic principles relevant to the major duties of the position, usually associated with the completion of an apprenticeship/internship or having had a similar position for two-three years.
- Local government public relations experience preferred.
- Possession of or ability to readily obtain a valid driver's license issued by the State of Texas for the type of vehicle or equipment operated.

How to Submit Application



Human
Resources
Department

The application below is only for printing or saving to your computer to submit via the following:

Mail to: City of Rockport
Attn: Human Resources
2751 SH 35 Bypass
Rockport, TX 78382

Fax: (361) 729-1128

Email: hr@cityofrockport.com

If you wish to submit your application electronically with digital signature, please return to the top of this packet and click on the supplied link or use the QR scan code.

Application for Employment



City of Rockport
Attn: Human Resources
2751 S.H. 35 Bypass
Rockport, TX 78382

Phone: (361) 729-2213
Fax: (361) 729-1126

hr@cityofrockport.com
www.cityofrockport.com

The City of Rockport is an equal opportunity employer. The City strives to comply with state and federal laws regarding discrimination based on race, creed, color, sex, religion, national origin, age, disability, veteran status or political affiliation. In addition, the City of Rockport complies with all other state and local laws prohibiting discrimination in those areas where such laws apply. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions of a job.

If you need an accommodation during any phase of the application, interview, or employment process or any pre-employment testing, please notify Human Resources at (361) 729-2213 and every reasonable effort will be made to accommodate your needs in a timely manner. All applications submitted will be applicable only for the specific position being applied for and will remain on an "active" status until that vacancy has been filled.

Applicant Information			
Date:	Applicant Name:	Other Last Names Used (If any):	
Physical Address:		City:	State: Zip Code:
Mailing Address:		City:	State: Zip Code:
Cell Phone:	Other Phone:	E-mail:	
Social Security No.:	Driver License No./Identification Card No.:	State Issued:	

Position Information	
Position Applied For:	Date you are available to start work:
What type of employment are you willing to accept: <input type="checkbox"/> Full Time <input type="checkbox"/> Part Time <input type="checkbox"/> Temporary	
How did you learn about us and/or the position for which you applied? Place a check next to the appropriate choice. <input type="checkbox"/> Advertisement <input type="checkbox"/> Walk-in <input type="checkbox"/> Relative/Friend <input type="checkbox"/> City website <input type="checkbox"/> Other: _____	

General Information	
Are you under 18 years old?	<input type="checkbox"/> Yes <input type="checkbox"/> No If Yes, please provide birth date: _____
Are you currently employed:	<input type="checkbox"/> Yes <input type="checkbox"/> No
May we contact your current employer?	<input type="checkbox"/> Yes <input type="checkbox"/> No
Are you authorized to work in the United States on an unrestricted basis?	<input type="checkbox"/> Yes <input type="checkbox"/> No
Have you worked for the City before?	<input type="checkbox"/> Yes <input type="checkbox"/> No If yes, please provide date(s) and department: _____
Have you been told the essential functions of the job or have you reviewed the job description?	<input type="checkbox"/> Yes <input type="checkbox"/> No
Are you related to any elected official or employee of the City?	<input type="checkbox"/> Yes <input type="checkbox"/> No If yes, provide the person's name, department, and relationship to you: _____

General Information Continued

The City of Rockport has adopted a Drug and Alcohol Policy to maintain a drug-free workplace. Any applicant applying for a safety sensitive position for employment with the City will be required to submit to testing for illegal drug use prior to employment. Employment will be contingent upon a negative drug test result.

Will you submit to drug testing? Yes No

Can you perform the essential functions with or without reasonable accommodations? Yes No

If no, describe accommodations required: _____

Other than minor traffic offenses, have you ever been convicted of a crime (misdemeanor or felony) or received sentence (including deferred adjudication) for an alleged crime, been assigned a probation officer, or pleaded nolo contendere to an alleged crime? A "Yes" response will not necessarily disqualify an applicant for employment. Yes No Attached additional sheets as necessary.

If yes, please explain: _____

Education History

List all levels of education completed, beginning with High School/GED. Transcripts may be required for verification of education.

School Name and Location	Course of Study	Years Completed	Diploma / Degree
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____

Licenses/Certifications

List licenses/certifications you currently hold.

License/Certificate Type	Issuing Agency or State	License/Certificate Number	Expiration
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____

Special Skills and Qualifications

Summarize any special skills and qualifications pertinent to the position you seek.

Work History

List below present and past employment, beginning with the most recent. Include military service, paid, or unpaid, full or part-time, summer job, etc. Previous employers will be contacted to verify your employment record. "See resume" is not acceptable. Resumes can be attached to the application form for additional information but cannot be substituted for the present or past employment for this application or completing any portion of the application. The application must be completed in full.

Employer: _____ Phone: _____

Mailing Address: _____ City: _____ State: _____ Zip: _____

Name and Title of Supervisor: _____

Date Started: _____ Starting Position: _____ Starting Pay: \$ _____ per/ _____

Date Ended: _____ Ending Position: _____ Ending Pay: \$ _____ per/ _____

Work Performed: _____

Reason for Leaving: _____

Employer: _____ Phone: _____

Mailing Address: _____ City: _____ State: _____ Zip: _____

Name and Title of Supervisor: _____

Date Started: _____ Starting Position: _____ Starting Pay: \$ _____ per/ _____

Date Ended: _____ Ending Position: _____ Ending Pay: \$ _____ per/ _____

Work Performed: _____

Reason for Leaving: _____

Employer: _____ Phone: _____

Mailing Address: _____ City: _____ State: _____ Zip: _____

Name and Title of Supervisor: _____

Date Started: _____ Starting Position: _____ Starting Pay: \$ _____ per/ _____

Date Ended: _____ Ending Position: _____ Ending Pay: \$ _____ per/ _____

Work Performed: _____

Reason for Leaving: _____

Work History Continued

Employer: _____ Phone: _____
Mailing Address: _____ City: _____ State: _____ Zip: _____
Name and Title of Supervisor: _____
Date Started: _____ Starting Position: _____ Starting Pay: \$ _____ per/ _____
Date Ended: _____ Ending Position: _____ Ending Pay: \$ _____ per/ _____
Work Performed: _____
Reason for Leaving: _____

Employer: _____ Phone: _____
Mailing Address: _____ City: _____ State: _____ Zip: _____
Name and Title of Supervisor: _____
Date Started: _____ Starting Position: _____ Starting Pay: \$ _____ per/ _____
Date Ended: _____ Ending Position: _____ Ending Pay: \$ _____ per/ _____
Work Performed: _____
Reason for Leaving: _____

See attached resume for additional employment history.

Professional References

Please list the name, e-mail, phone, and occupation of three (3) professional references not related to you. Professional references are individuals qualified to describe your capabilities for the position you seek.

Name	E-mail	Phone	Occupation
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____

Employment Eligibility Verification USCIS Form I-9 Notice

The Immigration Reform and Control Act of 1986 requires employers to verify the citizenship, or authorization to work in the United States, on all individuals since November 6, 1986. Documentation is required no later than three days from employment commencement. It is the employee's responsibility to assure the Human Resources Department receives the appropriate documentation.

I acknowledge that I have read the above Employment Eligibility Verification USCIS Form I-9 Notice.

New Hire Reporting Notice

Federal and state law requires employers to provide information about all new or rehired workers to the Employer New Hire Reporting Operations Center in the Texas Office of the Attorney General. New hire reporting is mandated by federal law under the Personal Responsibility and Work Opportunity Reconciliation Act of 1996 and requires employers to report information that includes new employee's name, address, social security number, date of birth, salary information, and other work information. The State of Texas New Hire Program helps state agencies detect and prevent fraud, recover overpayments, and enables the Office of the Attorney General to locate noncustodial parents for child support.

I acknowledge that I have read the above New Hire Reporting Notice.

Certification

I hereby certify that answers given herein are true and complete to the best of my knowledge and agree that if employed, any misrepresentation, falsification or omissions of facts thereon shall justify my dismissal.

I hereby authorize the City of Rockport to fully investigate my record and work qualifications either before or after my employment by the City of Rockport, and to facilitate such investigation. I also hereby authorize any persons, office, agency or source, having information and knowledge about my personal, employment, military, educational, driving record, criminal, credit or financial history; prior work related injury information, physical screening, drug screening and other related matters as may be necessary in arriving at an employment decision to furnish and release such information to the City of Rockport. I hereby release employers, schools, agencies, or persons from all liability in responding to inquiries in connection with my application.

I understand that additional testing of job-related skills and drug screening may be required prior to employment after a contingent job offer of employment, and prior to reporting to work. Depending on the needs of the job, I may be required to be examined by a medical professional designated by the City to determine my ability to perform the essential functions of the job, with or without reasonable accommodation.

In submitting this application, I understand that it becomes the property of the City of Rockport and will not be returned. I hereby understand and acknowledge that any employment relationship with the City is of an "at will" nature; which means any employee may resign at any time and the City may discharge any employee at any time with or without cause.

Printed Name

Signature of Applicant

Date