



**CITY OF LONG BEACH
CLASSIFICATION SPECIFICATION**

TITLE: COMMUNITY INFORMATION SPECIALIST I-II

DEFINITION: Under supervision, assists, coordinates or implements public information, marketing and publicity activities/materials for community programs and services.

DISTINGUISHING CHARACTERISTICS:

Grade Level I – Performs the routine duties of the classification.

Grade Level II – Performs the more complex duties of the classification and may supervise subordinate personnel. Requires two years of coursework from an accredited college or university in the area of public relations, journalism, graphic design or related field; and one year of experience in coordinating public information activities. Experience may be substituted for education on a year-for-year basis.

EXAMPLES OF DUTIES:

- Provides creative approaches to design, marketing programs and services;
- Meets deadlines established for the production of graphic design assignments;
- Creates design and layout of various publications;
- Writes and edits copy for quarterly class schedule and other publications;
- Produces coordinated graphic design for events and programs including flyers, posters, signs, T-shirt designs, print advertising, banners and billboards;
- Creates graphics or hand illustrations for special projects, maps, displays, certificates, signs, flyers, and brochures;
- May write and edit employee and community newsletters;
- May write and distribute press releases to publicize programs and services;
- May write scripts and deliver speeches and respond to media inquiries;
- May staff public information booths and make presentations to community groups;
- May supervise, train and instruct subordinate staff;
- May assist with the creation of written marketing plans and other publicity strategies;
- Performs other duties as required.

MINIMUM REQUIREMENTS:

Education equivalent to graduation from high school and one year experience in marketing community oriented programs and services;
Proficiency with graphic design software, such as QuarkExpress, Adobe Illustrator, and Adobe Photo Shop for graphic design positions;
Ability to effectively communicate orally and in writing;
Willingness to work nights and weekends;
Ability to write and edit copy for publications and promotional materials;
A valid California Driver's License is required.

HISTORY:

Established: 8/3/1994, division from Recreation Assistant. 4/1/2000 grades I-II added.
Approval/Adoption Dates: 06/28/2000