City of Kansas City, Missouri
Job Class Specification

Job Title: PUBLIC INFORMATION OFFICER **Department:** City Manager
Job Code: 1530 **Status:** EXEMPT **Grade:** EX-2

Summary

This is skilled communications work as an embedded communication partner within City departments that blends media relations and content creation.

Work involves responsibility for proactive planning, maintaining digital and accessibility standards, community engagement integration, and crisis communications. An employee of this class is responsible for the coordination of all assigned internal and external communication. Work involves writing, editing, and publishing content for the City or department. Work may involve supporting after-hours media response for urgent and breaking matters. Most of the work requires considerable initiative and independent judgment.

Duties and Responsibilities

- Serves as an embedded communications partner to assigned City departments, advising leadership and staff on internal and external communication needs.
- Develops and executes communications plans aligned with departmental priorities, Citywide goals, and Communications and Engagement team objectives.
- Coordinates and manages internal and external communications to ensure messaging is timely, accurate, consistent, accessible, and aligned with City standards.
- Writes, edits, and publishes content across approved channels
- Manages media relations for assigned departments by monitoring inquiries, drafting releases and statements, coordinating interviews and events, and preparing briefing materials.
- Ensures content adheres to City brand, editorial, and style standards.
- Supports after-hours and on-call communications and media response for urgent, breaking, or high-profile matters.
- Supports crisis and emergency communications by preparing rapid-response messaging, coordinating with leadership and partner agencies, and helping implement emergency public information protocols.
- Applies plain-language, accessibility, brand, and style standards to all communications materials and coordinates translation, language access, and related support as needed.
- Incorporates inclusive communication practices, community engagement, and resident input into communications planning and content development.
- Monitors communications performance, media coverage, public sentiment, and related outcomes to evaluate effectiveness and adjust strategies.
- Coordinates projects, priorities, and workflows using approved processes and tools; collaborates with other communications staff to ensure coverage, consistency, and service continuity.
- Performs related duties as required.

Technical Skills

Thorough knowledge of:
- The principles and practices of business or public administration.
- The principles and practices of media relations
- Municipal communications needs and public-facing service delivery
- Customer service principles for public interaction
- Accessibility, plain language, and inclusive communication practices
- Crisis communications principles and rapid-response messaging

Considerable knowledge of:
- Established guidelines for writing, editing and/or revising a variety of City documents.
- Translating technical, operational, legal, or sensitive information into understandable public-facing language.

Working knowledge of:
- The rules, regulations and ordinances governing the organizational unit to which assigned.
- The use of project management systems (e.g., Asana)

Ability to:
- Organize, create, coordinate and review multiple projects, communications, and platforms
- Communicate information clearly, accurately, and diplomatically
- Interpret and apply City communications standards, procedures, and protocols
- Adapt messaging for different audiences and platforms
- Establish and maintain effective working relationships with employees, municipal officials and the general public.
- Maintain confidentiality when required

Education and Experience

High school graduation and seven (7) years of experience in public information, media relations, public affairs, journalism, or strategic communications.

OR

An accredited bachelor's degree and three (3) years of experience in public information, media relations, public affairs, journalism, or strategic communications.

OR

An accredited master's degree and one (1) year of experience in public information, media relations, public affairs, journalism, or strategic communications.

Certificates/ Licenses/Special Requirements

Must pass a background check as prescribed by the City.

Supervisory Responsibility

None

Supervision Received

Work is performed under general direction of a department head or an assigned designee and affords wide latitude for the exercise of independent judgment and initiative.

Note: This job description should not be construed to imply that these requirements are the exclusive standards of the position. Incumbents will follow any other instructions, and perform any other related duties, as may be required. Reasonable accommodation will be provided to qualified individuals with disabilities. The City of Kansas City has the right to revise this job description at any time. The job description is not to be construed as a contract for employment.

Created

5/26

Revised

7/2026