

Job Title: City Clerk & Public Information Officer (PIO)

Department: Administration

Location: Willard, Missouri

Reports To: City Administrator

FLSA Status: Exempt

Job Summary:

The **City Clerk & Public Information Officer (PIO)** serves as the official custodian of city records while also managing public relations and communications on behalf of the City of Willard. This dual-role position ensures compliance with legal and administrative requirements while also overseeing public engagement, media relations, and community outreach. The City Clerk & PIO works closely with the **City Administrator, Board of Aldermen, City departments, and the public** to maintain government transparency, promote city initiatives, and enhance communication strategies.

Key Responsibilities:

City Clerk Functions:

- Serve as the **official custodian of city records**, ensuring proper retention and organization of ordinances, resolutions, contracts, and meeting minutes.
- Prepare and distribute agendas, packets, and minutes for **Board of Aldermen meetings** and ensure compliance with public meeting laws.
- Oversee legal publications and public notices to maintain statutory compliance.
- Administer and respond to **Missouri Sunshine Law** public records requests.
- Coordinate **municipal elections** in collaboration with the County Clerk.
- Manage business and liquor licensing processes, ensuring accurate records.
- Provide administrative support to the Mayor, Board of Aldermen, and City Administrator.
- Maintain and update city codes and ordinances.

Public Information & Media Relations:

- Serve as the **primary media contact** and manage responses to press inquiries.
- Prepare and distribute press releases, public statements, and informational materials.
- Organize press conferences, media events, and public presentations.
- Develop and implement crisis communication plans; act as the city spokesperson during emergencies.

Community & Digital Engagement:

- Develop and implement city-wide **public information strategies** to keep residents informed.
- Manage the city's **social media accounts, website content, and digital platforms** to enhance public outreach.
- Coordinate the creation and distribution of city newsletters, brochures, and informational materials.
- Oversee content development and administration of the city website, ensuring accessibility and compliance.
- Plan and promote **community events, public education campaigns, and engagement initiatives**.

Internal Communication & Government Relations:

- Serve as a liaison between the city government and the public, fostering positive relations.
- Support internal communications to ensure staff and elected officials are informed about city policies and initiatives.
- Monitor and analyze **public sentiment, media coverage, and community feedback** to adjust communication strategies accordingly.

Skills & Abilities:

- Ability to **multi-task and manage multiple priorities** efficiently.
- Strong organizational skills with attention to detail and accuracy.
- Excellent interpersonal and relationship-building skills.
- Strong problem-solving skills and ability to work independently.

- Ability to handle **sensitive and confidential information** appropriately.
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Working Conditions:

- **Office environment** with occasional evening and weekend work required.
 - Some **travel** may be necessary for events, meetings, or professional development.
 - Must be able to perform light work exerting up to **20 pounds occasionally** and up to **10 pounds frequently**.
 - Must possess the **visual acuity** to compile and compute data, proofread materials, and operate a computer.
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Acknowledgment:

I have read and understand the job expectations and responsibilities outlined above. I acknowledge that this document serves as a reference for my role and performance expectations.

Employee Name: _____

Employee Signature: _____

Date: _____

Supervisor Name: _____

Supervisor Signature: _____

Date: _____