

**CITY OF LINCOLN**  
**ADMINISTRATIVE ANALYST I/II / PUBLIC INFORMATION OFFICER**

*Class specifications are only intended to present a descriptive summary of the range of duties and responsibilities associated with specified positions. Therefore, specifications **may not include all** duties performed by individuals within a classification. In addition, specifications are intended to outline the **minimum** qualifications necessary for entry into the class and do not necessarily convey the qualifications of incumbents within the position.*

**DEFINITION:**

Under direction from the City Manager, learns to perform and performs professional administrative, analytical and technical duties in providing staff assistance to a City department; develops, implements and administers assigned program responsibilities, including budget preparation and financial management; conducts research, plan organizes and implements the City's public relations and public information activities; coordinates assigned activities with other City departments; performs other related duties as required.

**DISTINGUISHING CHARACTERISTICS:**

**Administrative Analyst I/PIO**

The **Administrative Analyst I** is the entry-level class in the Administrative Analyst series that allows the incumbent to develop journey level knowledge and abilities. Initially, under immediate supervision, incumbents perform the more routine and less complex support assignments while learning City policies and procedures. As experience is gained, there is greater independence of action within established guidelines. This classification is alternatively staffed with Administrative Analyst II and incumbents may advance to the higher-level after gaining experience and demonstrating a level of proficiency that meets the qualifications of the higher-level class.

**Administrative Analyst II/PIO**

The **Administrative Analyst II** is the full professional level class in which the incumbent is expected to independently perform the full scope of administrative analysis and research on new and current program activities as assigned. This classification is distinguished from the next higher class of City Manager in that the latter has overall responsibility for administering the City's operations. Take on additional duties as assigned.

**SUPERVISION RECEIVED/EXERCISED:**

**Administrative Analyst I/PIO**

Receives immediate supervision from the City Manager. May exercise functional and technical supervision.

**Administrative Analyst II/PIO**

Receives general supervision from the City Manager. May exercise functional and technical supervision.

**ESSENTIAL FUNCTIONS:** *(include but are not limited to the following)*

- Performs professional administrative, analytical and technical duties in providing staff assistance to a City department.

## ADMINISTRATIVE ANALYST I/II

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- Coordinates department budget, analysis and administration; monitors expenditures.
- Conducts research and provides administrative assistance within a department.
- Acts as a liaison with all departments, other governmental agencies and local community groups concerning the coordination of activities related to the City Manager's Office or City Council.
- Coordinates media relations for the City, including preparation of news releases and press conferences; responds to the public, City staff, radio, television, and other media requests for information.
- Prepares the City's quarterly newsletter and the City employee newsletter.
- Maintains the City's web site.
- Maintains the City's local government channel.
- Maintains the City's eBulletin service.
- Coordinates with the City's Economic Development Specialist with regard to preparation of City advertising promotions and marketing materials.
- Develops and implements methods and materials promoting special events sponsored by the City.
- Develops and implements communication strategies and policies for the City.
- Composes and prepares letters, media statements and articles; submits articles and photographs to a variety of media and publications.
- Maintains files of newspaper articles and clippings on City activities and promotional programs.
- Assists other departments and City staff in the development of publications, promotional materials and oral presentations as requested.
- Attends meetings and makes presentations to Council, staff and other organizations as necessary.
- Oversees a variety of special projects; prepares a wide variety of reports, manuals, procedures and publications; conducts policy and legislative analysis.
- Coordinates assigned work with related activities by other City departments, governmental organizations and public organizations; identifies interdepartmental cooperation opportunities.
- Establishes positive working relationships with representatives of community organizations, state/local agencies and associations, City management and staff and the public.

**PHYSICAL, MENTAL AND ENVIRONMENTAL WORKING CONDITIONS:**

Position requires prolonged sitting, standing, walking, reaching, twisting, turning, kneeling, bending, squatting and stooping in the performance of daily activities. The position also requires grasping, repetitive hand movement and fine coordination in preparing reports using a computer keyboard. Additionally, the position requires near and far vision in reading written reports and work-related documents. Acute hearing is required when providing phone and personal service. Additionally, the incumbent in this position may work in all weather conditions including wet, hot and cold. The need to lift, drag and push files, paper and documents weighing up to 25 pounds also is required.

**QUALIFICATIONS:**

The following are minimal qualifications necessary for entry into the classification.

**Education and/or Experience:**

Any combination of education and experience that has provided the knowledge, skills and abilities necessary for an **Administrative Analyst I/II/PIO**. A typical way of obtaining the required qualifications is to possess the equivalent of:

**Administrative Analyst I/PIO**

Two years of responsible administrative, analytical, PIO and technical experience. A bachelor's degree in Business Administration or a related field may be substituted for the two years of experience.

**Administrative Analyst II/PIO**

In addition to the above, two years of experience equivalent to that of an Administrative Analyst I/PIO in the City of Lincoln.

**License/Certificate:**

Possession of, or ability to obtain, a valid class C California driver's license.

**KNOWLEDGE, SKILLS AND ABILITIES:** *(The following are a representative sample of the KSAs necessary to perform essential duties of the position. The level and scope of the knowledge and abilities listed below vary between the I and II levels.)*

**Knowledge of:**

Effective methods in preparing and presenting facts and information to the public and media, including effective formatting of materials for publications and news releases. Knowledge of City programs, policies and procedures; public information and community relations program development and implementation. Principles, practices and methods of administrative and organizational analysis; principles and practices of program and budget development and implementation; grant writing and administration; public administration policies and procedures; principles, structuring and organization of municipal agencies; methods and techniques of supervision, training and motivation; basic principles of mathematics; applicable federal, state and local laws, codes and regulations; methods and techniques of scheduling work assignments; standard office procedures, practices and equipment; modern office

equipment including a computer and applicable software; methods and techniques for record keeping and report preparation and writing; proper English, spelling and grammar; occupational hazards and standard safety practices.

**Skill to:**

Operate an office computer and a variety of word processing, spreadsheet and other software applications; research, develop and evaluate a public information program; interpret federal, state and local policies, procedures, laws and regulations; and operate desktop publishing and other necessary software applications; type accurately from clear copy at a rate of 45 net words per minute.

**Ability to:**

Analyze administrative, operational and organizational problems; evaluate alternatives and make sound recommendations; consult effectively with management and staff; serve as a liaison between various public agencies; prepare press releases and other written promotional materials; work under pressure and under short-term deadlines, and ability to deal with frequent changes/additions to planned schedules; communicate effectively in both oral and written form; and write concisely, interpreting and explaining complicated technical material in lay terms. Analyze financial, budgetary, administrative, operational and organizational problems, evaluate alternatives and reach sound conclusions; develop and coordinate work programs and grants; develop and administer a budget; prepare clear and concise administrative documents and reports; research, compile, analyze, interpret and prepare a variety of fiscal, statistical and administrative reports; implement, explain and apply applicable laws, codes and regulations; train, supervise and motivate assigned staff; read, interpret and record data accurately; perform mathematical calculations quickly and accurately; make adjustments to standard operating procedures to improve effectiveness and comply with regulatory changes as appropriate; organize, prioritize and follow-up on work assignments; work independently and as part of a team; make sound decisions within established guidelines; analyze a complex issue, and develop and implement an appropriate response; observe safety principles and work in a safe manner; communicate clearly and concisely, both orally and in writing; establish and maintain effective working relationships.

**Salary Range:** Refer to Professional/Administrative Salary Schedule

**FLSA:** Nonexempt

**Employee Group:** Professional/Administrative, Local 39