



The City of Patterson
Invites your interest in the position of

Public Information Officer



APPLICATION DEADLINE:
November 6, 2026 at 5:00 PM



THE COMMUNITY

In a Metropolitan Statistical Area, the City of Patterson is the heart of the San Joaquin Valley and the vibrant City offers residents a safe, diverse, and friendly community rich in heritage. The City has a resident population of 22,000+ and is located in Stanislaus County. It is 45 miles southeast of Livermore, is part of the Modesto corridor, and is known as the “Apricot Capital of the World.”

Historically, agriculture has been the City's primary economy. Over the past decade, due to prime land availability near the I-5 corridor, the City has transitioned into a hot spot for large Distribution Centers such as Amazon, Restoration Hardware and many others, and is evolving into a rapidly growing modern city.

Today, Patterson continues to take pride in its rich heritage while promoting balanced growth in a well planned community. New neighborhoods blend well with the historical homes of Patterson's past. Commercial and industrial growth have adhered to our design guidelines which helps build and maintain a vibrant and well planned Business Park.

THE ORGANIZATION

The City operates under a Council-Manager form of government. The City Manager is responsible for all City Departments to include Administration, Finance, Public Works, Recreation & Community Services, Fire, Community Development and Engineering.

The City's Mission is preserving and enhancing the small-town quality of life while providing a high level of responsive local government services and the promotion of inclusive public participation in planning the City's future and embracing the heritage. The City employs approximately 154 full-time and 141 part-time employees with an annual budget of \$124 million.

Any combination of experience & training that would likely provide the knowledge, skills and abilities to perform the job:

Education

Equivalent to a BA/BS degree from an accredited college or university with major course work in Communications, Journalism, Marketing, Graphic Design, Public Relations, or related field.

Experience

Three (3) years of progressively responsible work experience in marketing, graphic design, community relations, or related area. Experience in a public agency is desirable.

License or Certificate

Possession of a valid Class C California Driver's License at the time of appointment.

THE POSTION

The Public Information Officer will plan, develop, implement, and facilitate the City's communication and media platforms; assist with the design, maintenance and update of the City's website; develop marketing materials and promotional campaigns; and assist with the development and issuance of official City statements.

This position requires excellent communication, interpersonal, and prioritization skills, the ability to work independently and to make sound decisions.

The position is unrepresented and at-will.

THE IDEAL CANDIDATE

The ideal candidate is a skilled and versatile communications professional who thrives in a fast-paced environment and can effectively manage multiple priorities and competing deadlines. The successful candidate will demonstrate excellent judgement, professionalism, and discretion when communicating on sensitive or high-profile matters and will be comfortable working closely with executive management, elected officials, department leadership, community members, and the media.

The ideal candidate is a strong writer and creative communicator who can take complex or technical information and turn it into clear, engaging, and accessible content for the public. They will be proactive, adaptable, highly organized, and able to independently move projects forward while coordinating communications across multiple City departments.

Experience in municipal government or another public agency is highly desirable.

COMPENSATION & BENEFITS

Annual Salary: \$88,623.00 up to \$107,721.72 DOQ

Holidays: 13 days per year, plus any one-time proclaimed holiday.

Vacation: Starting from 9.5 hours per month and up.

Administrative Leave: 80 hours annually, pro-rated based on hire date.

Sick Leave: Accrue 8 hours per month

Retirement: Qualified candidates currently or within the last six (6) months a member of CalPERS or subject to reciprocity with another eligible retirement plan may be a "classic member" and may be enrolled in the City's 2.7% @ 55 plan. Employee pays employee contribution rate of 8% on a pre-tax basis.

Non-classic or "new members" will be enrolled in the 2% @ 62 plan. Employee will be required to pay 50% of the normal contribution rate as prescribed by PEPPRA on a pre-tax basis. The City does not participate in Social Security.

Health: The City currently contributes 100% of the CalPERS Kaiser Family Rate for Unrepresented employees.

Additional Benefits: The City provides dental, vision insurance for the employee and their dependents, and retiree medical. Employees can choose to participate in the City's Deferred Compensation Plans.



Candidates must complete and submit:

- An online employment application at www.pattersonca.gov, including
- Cover letter and resume detailing experience and training.

Applications and resumes will be screened according to the qualifications described in the brochure. The most qualified candidates will be invited to an oral interview.

The candidate chosen for the position must successfully pass a pre-employment medical examination and a drug screen, fingerprint background check and reference check.

If you desire to work for a small and growing community, Apply at: www.pattersonca.gov.

*For questions about the recruitment, contact
Helen Stange, Human Resources Analyst
at 209-895-8011 or by email at
hstange@pattersonca.us*

***The City of Patterson is an equal opportunity
employer committed to diversity and inclusion.***

APPLY TODAY!



PUBLIC INFORMATION OFFICER SUPPLEMENTAL QUESTIONNAIRE

The supplemental questionnaire is a key component of your application and will be used to assist us in evaluating your qualifications and background.

1. What is the highest level of education that you have received?

- ☐ High School Diploma or GED
- ☐ Associate's Degree
- ☐ Bachelor's Degree
- ☐ Master's Degree
- ☐ Doctoral Degree

2. How many years of progressively responsible work experience do you have in marketing, graphic design, community relations, or a related area?

- ☐ None
- ☐ Less than 1 year
- ☐ 1 – 2 years
- ☐ 3 or more years

3. Please describe your experience managing professional or organizational social media accounts. Your response should include the platforms managed, your specific responsibilities, and your role in responding to public comments or sensitive issues.

4. Describe a communication or public information project for which you had primary responsibility. What was your role, what communication tools did you use, and what was the outcome?

5. The city has placed a local funding measure on an upcoming ballot. City staff is responsible for providing the public with factual information about the measure, while ensuring that city communications remain neutral and informational. You have been provided with draft materials that you believe contain language that could be perceived as advocating for passage of the measure.

As the Public Information Officer, how would you handle the situation? What factors would you consider when reviewing and revising the communication?

6. To be considered for this position, you must attach a PDF portfolio that includes work samples demonstrating effective storytelling, media relations or coverage, communications strategy, social media content, and/or outreach campaigns. Please check the box below to acknowledge that you understand.

- ☐ Yes, I acknowledge that I am required to include a PDF portfolio with my application.