

PUBLIC INFORMATION OFFICER

NATURE OF WORK IN THIS CLASS:

This is professional public information work directing the public relations program of a department/agency involving the use of a wide variety of communications media.

Employees in this class may supervise technical and clerical employees.

ILLUSTRATIVE EXAMPLES OF WORK: (These examples do not list all the duties which may be assigned; any one position may not include all the duties listed).

Formulates and implements comprehensive public information and relations program.

Evaluates public opinion and advises department/agency personnel on methods of enhancing public image.

Writes and distributes news releases to newspapers, radio and television stations.

Researches material, gathers facts, and writes speeches, testimonial or other technical reports.

Directs the overall production of informational and educational pamphlets and booklets, special reports, and specialized promotional materials; may design stationary, forms, and other printed matter for the department/agency.

Serves in liaison capacity with various private and governmental organizations and agencies interested and involved in public relations.

Organizes and publishes in-house newsletters.

Performs related duties as required.

MINIMUM KNOWLEDGE, ABILITIES AND SKILLS:

Knowledge of the principles and practices of journalism and modern mass communications.

Knowledge of the methods and techniques of various media such as photography, printing processes, media buying, newspaper, radio and television advertising.

Ability to develop and direct a public information and relations program.

Ability to learn and present departmental/agency program, policies, services and operations, including its relationship to other departments and agencies.

Ability to prepare and/or analyze, edit, and revise information material.

Ability to discuss and collect newsworthy material.

Ability to work effectively with the public and employees.

Ability to communicate effectively, orally and in writing.

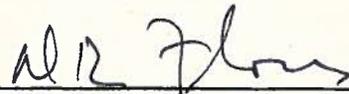
Ability to maintain records and prepare reports.

MINIMUM EXPERIENCE AND TRAINING:

(a) Two years of specialized experience in news reporting, editing, or public relations work and graduation from a recognized college or university with a Bachelor's degree in English, journalism, public relations or closely related field; or

(b) Any equivalent combination of experience and training which provides the minimum knowledge, abilities and skills.

ESTABLISHED: JULY, 1980



DAVID R. FLORES, Executive Director
Civil Service Commission