

PUBLIC INFORMATION SPECIALIST AND INFORMATION SERVICES ASSISTANT I (SCHOOLS)

DISTINGUISHING FEATURES OF THE CLASS: This is an administrative aide position in the field of public relations and entry-level computer support work. The public information duties involve responsibility for writing, editing and creating informational materials for public dissemination using a variety of software programs such as Desktop Publishing, Word, eSchool or similar programs with close administrative control of release, content, timing and media. Responsibility for the production of materials beyond general public relations functions may be required. The information services duties involve responsibility for assisting computer users in solving basic computer system problems, training users and querying the database. General supervision is received from a supervisor of higher rank or an administrative officer. Does related work as required.

TYPICAL WORK ACTIVITIES:

Prepares and edits or assists in the preparation and editing of the district calendar, news releases, periodic publications, bulletins, informational articles, etc.;

Edits material written by others for factual consistency, style, format, grammar, punctuation, spelling, etc., and rewrites;

Updates the website's home page;

Conducts workshops on specific problems or programs;

Assigns passwords and log-ins to parents for e-school;

Prepares forms, reports and queries as needed or requested by administration or other staff;

Responds to calls received by telephone, through e-mail or in person from computer users in order to identify problems and provide solutions;

Provides input for ways to improve user service;

Composes basic "how to" guides for users;

Identifies input errors by running queries and revising incorrect data;

Provides first-line assistance and develops basic solutions over the phone or on site;

Acts as liaison with technical staff in order to assist with problem resolution, including follow-up to ensure that problems are resolved;

Inputs data, performs clerical processing duties and composes correspondence;

May translate less difficult technical writings into layman's language;

May prepare tentative drafts of speeches or gather material to be used in speech preparation;

May prepare production specifications and act as liaison with vendors;

May participate in special assignments in support of various computer functions;

May troubleshoot simple application errors, such as re-activating files in system, adding new files, printing labels or running correction reports, etc.;

May add new users and set security rights as needed.

FULL PERFORMANCE KNOWLEDGE, SKILLS, ABILITIES AND PERSONAL CHARACTERISTICS:

Thorough knowledge of English; good knowledge of the principles and practices of computer system support, especially "help desk" skills; good knowledge of software (e.g. Word, Access, Excel, Power Point, eSchool, Wincap, etc.); good knowledge of the jurisdiction's network and solutions to basic problems*; working knowledge of the principles and techniques of effective public relations and publicity; working knowledge of the techniques and methods of editing, illustrating and printing of publications; ability to provide system support to users of the jurisdiction's computer system; ability to communicate effectively, both orally and in writing; ability to use computer/software programs for data processing, word processing and desktop publishing*; ability to produce documentation for computer users; ability to reason clearly and make sound judgments; ability to present ideas clearly and effectively; ability to establish satisfactory relationships with others.

(over)

MINIMUM QUALIFICATIONS: Possession of a Bachelor's degree which included or was supplemented by a minimum of fifteen (15) credit hours in journalism, advertising, English or closely related field and one (1) year of experience in computer software support**.

NOTES:

1. Public relations, newspaper or other publication experience which regularly involved writing or editing may be substituted for college on a year-for-year basis.
2. Nine (9) credit hours beyond high school in data processing, computer sciences, management information services or related curriculum, may be substituted for the one (1) year of experience.

*To be demonstrated during the probationary period.

**Computer software support is defined as diagnosing/troubleshooting computer problems relating to software packages, basic hardware issues and security and password problems.