

PUBLIC INFORMATION SPECIALIST

DISTINGUISHING FEATURES OF THE CLASS: This is responsible work in the field of public relations involving responsibility for writing, editing and creating informational materials for public dissemination using various computer/software programs, with close administrative control of release content, timing and media. Responsibility for the creation of materials beyond general public relations functions may be required. General supervision is received from a higher-level administrator and work guidance (e.g. lead work) may be provided to others. Does related work as required.

TYPICAL WORK ACTIVITIES:

Prepares and edits or assists in the preparation and editing of news releases, pamphlets, bulletins, information articles, photographs, tapes, short radio scripts, blogs, tweets, email blasts, digital media content, etc.;

Collects and maintains files of factual information of agency involved;

Implements the selected public relations or marketing strategy and works with administration to identify future opportunities for brand enhancement;

Monitors brand effectiveness through market research and feedback and identifies actions and campaigns to enhance wherever possible;

Identifies press opportunities to promote the agency and its mission;

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

Keeps a diary of press communications activity;

Responsible for all social media activity and managing agency social media accounts;

Seeks opportunities to improve the use of social media to develop audience and expand and increase education awareness;

Monitors, updates and fine tunes the agency's web site;

Answers general correspondence pertaining to agency functions;

Maintains newspaper clipping files and mailing lists;

Assists in developing and staffing exhibits;

May translate difficult technical writings into laymen's language;

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

May prepare production specifications for marketing materials and act as liaison with vendors selected.

FULL PERFORMANCE KNOWLEDGE, SKILLS, ABILITIES AND PERSONAL CHARACTERISTICS:

Thorough knowledge of English; 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 use various desktop publishing and other computer/ software programs*; ability to manage various social media platforms; ability to reason clearly and make sound judgments; ability to present ideas clearly and effectively; ability to establish satisfactory relationships with others.

MINIMUM QUALIFICATIONS:

1. A Bachelor's degree or higher in Communications, English, Journalism, Marketing, Public Relations, or a closely related field and one (1) year of public relations, newspaper or other publication experience which regularly involved writing or editing; or
2. An Associate's degree or higher that included or was supplemented by a minimum of fifteen (15) credit hours in Communications, English, Journalism, Marketing, Public Relations or a closely related field and three (3) years of public relations, newspaper or other publication experience which regularly involved writing or editing.

NOTE: Additional years of the required experience may be substituted for the college degree on a year-for-year basis.

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PROMOTION: Two (2) years of permanent competitive class status as a Public Information Assistant.

*To be demonstrated during probationary period.