

SENIOR PUBLIC INFORMATION SPECIALIST

DISTINGUISHING FEATURES OF THE CLASS: This is a professional position in the field of public relations involving responsibility for writing, creating, and editing informational materials for public dissemination using various computer/software programs. Responsibility for the creation of materials beyond the general public relations may be required. The work differs from that of a Public Information Specialist in the increased level of responsibility and the handling of more complex assignments. The work is performed under general supervision of a higher-level administrator and supervision may be exercised over lower-level employees. Does related work as required.

TYPICAL WORK ACTIVITIES:

Prepares and edits news releases, pamphlets, bulletins, informational articles, photographs, presentations, short radio, scripts, blogs, tweets, email blasts, digital media content, etc.;

Interacts with press agencies by relaying information for publication and answering inquiries received from the public;

Prepares drafts of speeches and correspondence for agency officials;

Arranges press conferences and/or media advisories and takes photos/videos as needed for publication;

Manages social media accounts with the latest information available to the public;

Advises higher-level administrator(s) on the public relations aspects of agency programs and related policies and procedures;

Develops and staffs exhibits and at public outreach events;

Collects and disseminates information regarding federal, state and local requirements, guidelines, and directives for agency programs, procedures and policies;

Acts as liaison with selected vendors, as needed;

May represent agency in speaking to other agencies, public groups and at public meetings;

May be responsible for production of one or more small publications of limited interest;

May be responsible for production matters in a publications program;

May be responsible for monitoring and updating the agency's website;

May be responsible for preparing production specifications for marketing materials.

FULL PERFORMANCE KNOWLEDGE, SKILLS, ABILITIES AND PERSONAL CHARACTERISTICS:

Thorough knowledge of English; thorough knowledge of the principles and techniques of effective public relations and publicity; good knowledge of the techniques and methods of editing, illustrating and printing of publications; working knowledge of administrative practices; ability to supervise the work of others; ability to use various desktop publishing and other computer/software programs*; ability to manage social media platforms; ability to communicate effectively both orally and in writing; ability to prepare written material; ability to reason clearly and make sound judgments; ability to establish cooperative relationships with others.

MINIMUM QUALIFICATIONS: A Bachelor's degree or higher in Communications, Journalism, Advertising, English, Public Relations or comparable curriculum and two (2) 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.

PROMOTION: Two (2) years of permanent status as a Public Information Specialist.

*To be demonstrated during the probationary period.

R.C.D.P. (11.15.2015) 03.31.2023
Competitive