

SENIOR PUBLIC INFORMATION SPECIALIST

DISTINGUISHING FEATURES OF THE CLASS: This is an administrative assistant position in the field of public relations involving responsibility for writing, creating, editing and disseminating informational materials within broad policy and summary review. The work is performed under general administrative supervision. Supervision may be exercised over lower level clerical employees. Does related work as required.

TYPICAL WORK ACTIVITIES:

Maintains contacts with press, professional associations and radio stations for disseminating information of agency functions and activities;

Prepares and/or edits news releases, radio announcements, feature articles, pamphlets, bulletins, posters, photographs, tapes, etc.;

Works with agency personnel to develop material and to resolve details of manuscripts and illustrations;

Prepares drafts of speeches for agency officials;

Arranges press conferences;

Advises superiors on the public relations aspects of agency programs;

Develops and staffs simple exhibits;

May represent agency in speaking to public groups;

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

May be responsible for production matters in a publications program.

FULL PERFORMANCE KNOWLEDGE, SKILLS, ABILITIES AND PERSONAL CHARACTERISTICS:

Thorough knowledge of English; good 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 supervisory and administrative practices; ability to express ideas clearly and effectively; ability to reason clearly and make sound judgments; ability to establish satisfactory relationships with others.

MINIMUM QUALIFICATIONS:

Completion of four (4) years of college including credit hours equivalent to a minor in Journalism, Advertising, English or closely related field and two (2) years of public relations, newspaper or other publication experience which regularly involved writing or editing.

Additional years of this experience may be substituted for college on a year-for-year basis.

NOTE: Work in the field of graphic design or thirty (30) postgraduate hours in Public Relations or Journalism may be substituted for one (1) year of above experience.

PROMOTION: One (1) year of permanent status as a Public Information Specialist.