

WASHINGTON STATE DEPARTMENT OF PERSONNEL
26320

Specification for Class of

PUBLIC INFORMATION OFFICER 2

Abolished Initially Effective January 13, 2006

Abolished Final Effective February 10, 2006

Definition: Plans, organizes, schedules and carries out professional information and/or public relations activities for an agency; or a major unit within an agency such as a regional/district office; or an agency specialty program area or agency division program.

Distinguishing Characteristics: Positions at this level are differentiated from the Public Information Officer 1 by the added responsibility for independently determining the need and the most appropriate methods and techniques to publicize and promote agency programs, developing and implementing revisions or changes in emphasis of the overall program in effectiveness, responding to questions and/or issues pertaining to all areas of the program, and establishing goals, priorities and standards within the program area.

Positions at this level are differentiated from the Public Information Officer 3 by the limited scope and variety of assignments.

Incumbents may be assigned supervisory or lead responsibilities over lower level information and/or public affairs professional and/or technical staff (i.e. Public Information Officers 1, Editorial Assistants, Technical Writers, Graphics Assistants, Administrative Assistants, Word Processing operations or other support staff).

Typical Work

Determines need for publicizing, interpreting, or promoting interest in agency programs, policies and services; selects methods and techniques of disseminating information; evaluates effectiveness of information program;

Makes recommendations to management on policies and operations that affect agency's relations with other organizations and public; trains and advises agency members in public information policies and techniques;

Establishes and maintains effective relations with representatives of news media; arranges for press coverage of agency functions;

Meets with, and writes letters to, individuals and representatives of other organizations to furnish information about agency activities and solicit participation in educational and promotional programs; addresses and shows films to governmental, civic, fraternal, service, and other groups; plans and participates in conferences and workshops;

Writes or supervises writing of news releases, speeches, radio and television announcements, articles, feature stories, and copy for pamphlets and brochures;

Gathers information and writes, edits, lays out, and proofreads materials for agency reports, newsletters, and magazines; explains desired typography, illustrations, layout, and other requirements to printers and artists; creates and supervises production of advertising;

Performs other work as required.

Knowledge and Abilities

Knowledge of: techniques of news and feature writing; editing, composition, and layout of educational and promotional publications; English grammar, punctuation, spelling, and diction; graphic arts and printing methods, materials, and terminology.

Ability to: determine information program needs and select effective methods and techniques of disseminating variety of information; speak publicly; write clear and interesting news releases, articles, stories, and other educational and promotional material; get along well with other employees and representatives of news media; supervise small group of employees.

Minimum Qualifications

A Bachelor's degree involving major study in journalism, communications, public relations, or closely allied field.

AND

Two years of professional experience in information, journalism, or public relations.

Additional professional experience in information, journalism, or public relations will be substituted, year for year, for education.

NOTE: Qualifying experience is defined as:

Full-time, paid experience with a news media, or in marketing or promotional work, or mass communications; experience in advertising or public relations agencies; experience as an information official with an active public relations or public information organization; or experience as a bona-fide, freelance, nonfictional writer.

Note: Experience as a salesperson, account executive, ad taker, proof reader, or closely related work is not qualifying for this class.

General revision

Effective November 1, 1968

Revised December 15, 1972

Revises definition, distinguishing characteristics, and minimum qualifications

Revised June 15, 1990

Revises definition, distinguishing characteristics, minimum qualifications and title change (formerly Information Officer 2)