

Specification for Class of

PUBLIC INFORMATION OFFICER 3

Abolished Initially Effective January 13, 2006

Abolished Final Effective February 10, 2006

Definition: Plans, organizes, directs and controls an extensive communications and/or public relations program in a State agency.

Distinguishing Characteristics: Positions at this level are differentiated from the Public Information Officer 2 by being responsible for developing information and/or public relations strategy for an agency or program.

Positions at this level must be delegated a majority of the following responsibilities:

1. Supervises two or more professional information staff;
2. Publicizes and promotes varied agency programs using a variety of media such as news releases, newsletters and brochures, speech writing, consumer publications, radio and television presentations, news conferences, and slide shows;
3. Represents the agency as spokesperson to the news media and the public, including representing the agency at public meetings, news briefings or other public events;
4. Researches issues pertaining to legislative initiatives and directives affecting the agency and its programs; advises executive management regarding the potential legislative actions may have on the public; informs and publicizes legislative directives and related agency actions to the public;
5. Coordinates statewide agency public information program with other governmental agencies and boards a majority of the time;
6. Manages a regional or district public information program, or statewide agency specialty program area or agency division program.

Typical Work

Serves as spokesman for agency and director to news media and the general public;

Analyzes extent of public understanding of programs administered by department and determines need and type of information and education programs;

Establishes objectives of information program and determines methods and techniques for accomplishment;

Evaluates effectiveness of information and public relations activities and recommends changes as warranted;

Advises Director and agency executives regarding public reaction to proposed programs and policies;

Plans, coordinates, and directs collection, preparation, and dissemination of all informational materials to mass news media;

Organizes and conducts meetings, workshops, and seminars; promotes knowledge of and use of department services;

Directs preparation of biennial and special reports, house organs, brochures, pamphlets, motion picture films, and other visual aids;

Arranges for and coordinates radio and television presentations depicting agency programs and activities;

Performs other work as required.

Knowledge and Abilities

Knowledge of: methods of determining needs for public information and education; methods and techniques of evaluating effectiveness of public relations programs; mass news media capabilities, procedures, and techniques; State government, departmental organization, programs, and functions.

Ability to: organize, prepare, and present comprehensive public information and education programs utilizing mass news media; advise top management officials regarding program impact upon public; write and speak effectively; coordinate and supervise subordinate personnel; establish and maintain cooperative relations with members of press and public.

Minimum Qualifications

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

AND

Three 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, free-lance, 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 3)