

**DIRECTOR, COMMUNICATIONS,
WEST VIRGINIA DEVELOPMENT OFFICE**

Nature of Work: Under limited supervision, performs advanced level work managing the West Virginia Development Office communication and advertising program, overseeing the development of multi-media informational and promotional materials, and communications with print and audio-visual press and government officials. Supervises professional and clerical staff. Performs related work as required.

Examples of Work

- Reviews Development Office communication procedures and policies, recommends revisions and establishes new procedures as necessary.
- Reviews the communication skills of Development Office personnel and develops training programs to improve individual skills.
- Develops economic development promotional programs and projects in partnership with industrial and business community.
- Oversees agency contact with media representatives from national, state, and local levels.
- Assigns and reviews the work of professional and clerical staff.

Knowledge, Skills and Abilities

- Knowledge of journalistic principles, practices and techniques of planning, composing and editing publicity material.
- Knowledge of agency programs, policies, and procedures.
- Knowledge of available publicity outlets and sources.
- Knowledge of reporting and investigative techniques used to obtain data for features and speeches.
- Knowledge of all aspects of publicity operations ranging from lay-out design to actual publication.
- Skill in oral and written communication.
- Ability to write complex and creative publicity material.
- Ability to advise administrators and executives on publicity activities.
- Ability to plan and direct public relations programs.
- Ability to supervise and evaluate the work of professional and clerical subordinates.
- Ability to establish and maintain effective working relationships with other employees, agency officials, the news media and the general public.

Minimum Qualifications

Training: Graduation from an accredited four-year college or university.

Experience: Five years experience in public relations, journalism, or advertising.

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Minimum Qualifications (cont'd)

Substitution: A Master's Degree in journalism, English, drama, speech, or a related field may substitute for two years of the required experience.

Established: 9/16/93
Effective: 10/16/93