PUBLIC INFORMATION SPECIALIST 1

Nature of Work
Under general supervision, at the full-performance level, writes, edits, and produces or assists in the production of a variety of educational, informational, and promotional multi-media materials. Performs related work as required.

Distinguishing Characteristics
Work is subject to relatively close administrative review, editing, and/or revision. Subjects dealt with generally are not of a highly sensitive or controversial nature. Communication with print or audio/video press and public is limited.

Examples of Work
Writes articles, brochures, newsletters, department publications, consumer and other informational materials; prepares or assists with preparation of graphics compositions and layouts.
Collects information for and writes news releases covering regular and periodic activities of the department or division for daily and/or weekly newspapers and for non-print news releases.
Develops ideas into articles, etc., with input into style, format, presentation, and accompanying graphics.
Researches and does revisions of promotional and informational materials.
Creates high-caliber interactive design, codes and tests communication campaigns for the Web, online advertising and other new media delivery modes, such as PDA’s, podcasts or blogs.
Composes layouts for Web and online campaigns.
Interprets marketing strategy, objectives and client goals into visual design using a variety of graphic and art media to create professional and effective results.
Participates in the development and execution of online marketing strategies.
Answers correspondence and/or phone calls pertaining to public informational, professional, and educational matters.
Attends public meetings and events to gather information for materials written; may conduct interviews.

Knowledge, Skills and Abilities
Knowledge of the methods and techniques of journalism as it applies to publicity materials.
Knowledge of English grammar use, research techniques, and composition.
Knowledge, Skills and Abilities – Cont’d.

Knowledge of technical procedures used in writing, editing, printing, and marketing.
Knowledge of division or department programs and policies, or of specialized field associated with an agency's or institution's education and/or promotional programs.
Knowledge of HTML, Adobe Photoshop, Illustrator, Dreamweaver/Golive, Flash and Image Ready, and Adobe Creative Suite.
Knowledge of online marketing trends (such as podcasting, blogging or social networking).
Knowledge of composition and color theory/application.
Ability to organize and present a variety of informational and promotional materials in a clear, concise and appealing format.
Ability to use digital camera or video shoots; to direct original photo or video shoots
Ability to communicate easily and clearly, in writing and orally.
Ability to gather information by research, observation and/or interview.

Minimum Qualifications

TRAINING  Bachelors degree from a regionally accredited four-year college or university with a major in communications, fine arts, journalism, graphic design, marketing, public relations, English or related field.

SUBSTITUTION  Full-time or equivalent part-time paid experience in a public information dissemination field may substitute for training on a year-for-year basis.

Areas of Assignment

Advertising
Graphics
Media Design Technology
Print Media
Multi Media
Public Relations
Marketing
Radio and/or Television

Established: 10/16/90
Revised: 12/1/91, 7/9/97, 9/23/08
Effective: 9/23/08