

**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.

**PUBLIC INFORMATION SPECIALIST 1 (Cont'd.)****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  
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