

PUBLIC INFORMATION SPECIALIST 2**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. Plans and participates in public hearings and press opportunities. Communication with print and audio/visual press may frequently be necessary. Develops ideas from inception to finished form. Performs related work as required.

Distinguishing Characteristics

Work at this level is subject to general administrative review and/or revision. Subjects dealt with generally are of a sensitive or controversial nature, or work is within a highly visible division/agency.

Examples of Work

Writes and edits brochures, newsletters, departmental publications, consumer and other informational materials; prepares or assists with the preparation of graphics compositions and layout.

Collects information from a variety of sources 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.

Obtains story and feature materials through personal interviews with officials and others.

Plans and participates in public hearings, press opportunities.

Produces and presents, under direction from supervisors, radio and television programs and slide presentations concerning educational, informational, or promotional activities and services.

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 telephone calls pertaining to promotional, informational, or educational matters.

PUBLIC INFORMATION SPECIALIST 2

Examples of Work - Cont'd.

May assign and lead work of professional and/or clerical staff.

Attends public meetings and events to gather information for materials written.

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 of technical procedures used in writing, editing, printing, and marketing.

Knowledge of radio and television production techniques and programming.

Knowledge of division or department programs and policies, or of specialized field associated with an agency's educational and/or promotional programs.

Knowledge of techniques of graphics composition and layout procedures.

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 communicate easily and clearly, both orally and in writing.

Ability to lead and/or instruct other professional and/or clerical staff.

Ability to gather information by research, observation 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 field of public information dissemination may substitute for above training on a year-for-year basis.

9351

PUBLIC INFORMATION SPECIALIST 2

Minimum Qualifications - Cont'd.

EXPERIENCE: One year of full-time or equivalent part-time paid experience in a public information dissemination field.

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