

PUBLIC INFORMATION SPECIALIST 3**Nature of Work**

Under limited supervision, performs full-performance level work supervising, directing and participating in the writing, editing and production of a variety of educational, information, and promotional multi-media materials. Plans and participates in public hearings and press opportunities. Communications with print and audio-visual press and government officials is a predominant duty. Develops ideas and assigns work as needed or completes finished product. Supervises both professional and clerical staff. Performs related work as required.

Distinguishing Characteristics

Work at this level is subject to limited administrative review. Subjects dealt with are frequently of a sensitive and/or controversial nature. At this level, the primary function of the position is to oversee the activity of the public information unit for a division or large section within a division.

Examples of Work

- Writes and edits brochures, newsletters, departmental publications, consumer and other informational materials; prepares graphics compositions and layout.
- Assigns and oversees work of professional and/or clerical staff.
- Researches or 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.
- Produces and presents 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 3 - Cont'd.**Examples of Work - Cont'd.**

- Attends public meetings and events to gather information for materials written.
- Establishes and maintains contacts with the news media, including newspapers, radio, and television.
- Arranges press conferences and interviews with agency officials.
- Prepares complex news releases on departmental policies, procedures, and programs.
- Advises department administrators on public relations methods and established procedures.

Knowledge, Skills and Abilities

- Knowledge of methods and techniques of journalism as it applies to publicity materials.
- Knowledge of English grammar use, research techniques, and composition.
- Knowledge of supervisory principles and practices.
- Knowledge of agency or departmental 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.
- 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 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.

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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 as listed below may substitute for the required training on a year-for-year basis.

EXPERIENCE: Three years of full-time or equivalent part-time paid experience in the field of information dissemination.

Areas of Assignment

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

Established: 11/21/91
Revised: 7/9/97, 9/23/08
Effective: 9/23/08