

PUBLIC INFORMATION SPECIALIST

DISTINGUISHING FEATURES OF THE CLASS: The work involves responsibility for providing an informational and marketing program for a government agency. An employee in this class performs a wide range of public information and marketing activities required in planning, preparing and disseminating information and promotional materials relative to services, programs, projects and objective of the agency. Emphasis is in the ability to develop and follow through on departmental marketing initiatives through promotional literature, Internet and related electronic formats. This is creative work requiring imagination and a demonstrated flair for writing and visual presentation of informational materials. The work is performed under general supervision with leeway allowed for carrying out the day-to-day responsibilities of the position. Does related work as required.

TYPICAL WORK ACTIVITIES: (Illustrative Only) Serves as an information liaison between the agency and the community at large including keeping the community informed about activities through news releases and providing prompt responses to requests for public information about agency programs; Supervises, coordinates and participates in the production and distribution of various types of multi media material; Develops and collaborates on web content, exhibit designs, booklets, pamphlets, flyers and articles for public distribution; Maintains an up-to-date file of all newspaper clippings resulting from information output as a way of monitoring the local media; Supervises and coordinates photography to be used for publication and maintains a file for future use; Sets annual objectives for public information program; Does staff training in communications including writing for the general public, public speaking, and projection of positive image about their place of employment; Coordinates group tours of the facilities by outside visitors; Assesses public reaction to agency activities by providing verbal or written response, working closely with agency staff; Stays abreast of professional practices in the field of communications by attending regional conferences and through membership in professional organizations.

FULL PERFORMANCE KNOWLEDGES, SKILLS, ABILITIES AND PERSONAL CHARACTERISTICS: Good knowledge of public relations principles and practices; Good knowledge of the principles of marketing and communications as they apply to governmental information and publication/promotional programs. Good knowledge of marketing strategies and technology appropriate for use in the various communications media; Good knowledge of style, vocabulary, spelling and grammar. Ability to establish and maintain harmonious working relationships with agency staff, printers, media publishers and the general public; Working knowledge of agency programs and operations; Working knowledge of methods and procedures for producing and publishing news articles, brochures, and newsletters; Ability to represent the agency before interested groups and to conduct and participate in public interviews; Physical condition commensurate with the demands of the position.

MINIMUM QUALIFICATIONS: Either:

- A. Graduation from a regionally accredited or New York State registered college or university with a bachelor's degree in public relations, journalism, communication, or closely related field; OR
- B. Graduation from a regionally accredited or New York State registered college or university with a two year degree including some course work in public relations, journalism, photography, public speaking, creative writing or related courses and two years of experience in public or community relations or closely related fields; OR
- C. An equivalent combination of training and experience as defined by the limits of A and B.

Adopted
10/30/13