

Class Concept

Positions in this class perform a range of public information and public relations related work in a state agency. Work includes delivering promotional and informational materials through a variety of information media. Positions are responsible for the interpretation and dissemination of program specific information through a variety of information mediums in order to stimulate interest in programs. This work may include: writing and editing news and informational materials as well as preparing and disseminating news releases and feature stories through various media outlets and public relations activities which does not ordinarily involve interpretation of highly controversial, technical, or otherwise complex matters. Positions may assist in responding to public records request. Work is reviewed by a supervisor for content and technical accuracy.

Recruitment Standards

Knowledge, Skills, and Abilities:

- General knowledge of journalistic, communication, and/or publication principles and practices.
- General knowledge of the techniques of disseminating information to the public through a variety of news media.
- Ability to write according to correct English usage and accepted standards of magazine and press publications.
- Ability to establish and maintain effective working relationships with representatives of press, radio, and television and other persons contacted in the course of work.

Minimum Education and Experience

Bachelor's degree in communications, public relations, public affairs, journalism, English, or related field from an appropriately accredited institution; or an equivalent combination of education and experience.

Note: This is a generalized representation of positions in this class and is not intended to identify essential functions per ADA.