

Class Concept

Positions in this class perform a range of public information and public relations related work in a state agency or a major division within an agency. Work includes developing and delivering promotional and informational materials through a variety of information media. Positions are responsible for the interpretation and dissemination of technical or 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; preparing and disseminating news releases and feature stories through various media outlets; public relations activities that involve developing relationships and coordinating activities with other agencies, divisions, and private organizations; developing and managing print, electronic, broadcast, and/or Web-based content and leading and directing staff. Positions may assist in responding to public records request and may serve as agency spokesperson. Work is performed under the general supervision of an agency or division head.

Recruitment Standards

Knowledge, Skills, and Abilities:

- Considerable knowledge of journalistic, communication, and/or publication principles and practices
- Considerable knowledge of the techniques for disseminating information to the public through a variety of news media
- Considerable knowledge of the methods and techniques of planning, writing, and editing publications
- Ability to collect and prepare material for speeches
- Ability to write according to correct English usage and accepted standards for magazine and press publications
- Ability to edit and analyze informational material prepared by others
- Ability to establish and maintain effective working relationships with representatives of the press, radio, and television and other persons contacted in the course of work
- Ability to lead and direct the work of staff

Minimum Education and Experience

Bachelor's degree in communications, public relations, public affairs, media journalism, English, or a related field from an appropriately accredited institution and two years of experience in communications, public relations, or publicity work; 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.