

### 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 as well as preparing and disseminating news releases and feature stories through various media outlets; public relations activities that involve directing a broad public information program; and developing and managing print, electronic, broadcast, and/or Web-based content. Work may include developing and recommending information strategies. Work involves initiating, developing, and maintaining working relationships with key internal and external individuals and organizations. Employees plan and coordinate the varied public information activities for an agency or institution which may involve supervising lower level specialists or clerical workers and assisting in formulation of policies for agency programs. Position interacts directly with agency senior management and subject matter experts to develop material that supports key message and theme of the agency. Position may assist in responding to public records requests and may serve as agency spokesperson. Work is performed under the general supervision of the agency head or higher level administrative official and is evaluated for overall program effectiveness.

### Recruitment Standards

#### Knowledge, Skills, and Abilities:

- Thorough knowledge of journalistic, communication, and/or publication principles and techniques for disseminating information to the public through a variety of media.
- Thorough knowledge of the methods of planning, writing, and editing publications.
- Thorough knowledge of and experience with social media and a wide variety of social networking sites, as well as multimedia, web and intranet applications.
- Considerable knowledge of the principles and methods of planning an agency public information program.
- Ability to write according to correct English usage and accepted standards for magazine and press publications.
- Ability to edit and analyze information materials prepared by others.
- Ability to communicate effectively both orally and in writing.
- Ability to establish and maintain effective working relationships with representatives of the communications media and the general public.
- Ability to use independent judgment and to manage and impart confidential information.
- Ability to supervise a staff of subordinates.

#### Minimum Education and Experience

Bachelor's degree in communications, public relations, public affairs, media, journalism, English, or related field from an appropriately accredited institution and four 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.