

### Class Concept

Work in this class involves Public Relations work for the promotion of programs, sites or tourism for the state. Employees may be involved in publication, editing, design, and coordination; feature reporting and writing; outdoor tourism; or special project coordination. Employees are responsible for collecting market news information, verifying and analyzing and disseminating it through the various news media. Duties may include on-site visits to obtain reliable and valid market information. Work involves planning and coordinating activities of the assigned areas. Employees are responsible for attracting attention and encouraging visits to the sites and the use of programs. General supervision is received and work is reviewed for technical accuracy and evaluated through analysis of program success, continued progress of the tourist industry, and the establishment of effective working relationships with clientele.

### Recruitment Standards

#### Knowledge, Skills, and Abilities:

- Basic knowledge of the techniques of photography.
- Considerable knowledge of the program, site or industry assigned and the ability to utilize this information in preparing interesting presentations.
- Considerable knowledge of the principles involved in the marketing of programs, sites and products assigned.
- Thorough knowledge of the techniques for disseminating information to the public through a variety of media.
- Thorough knowledge of the methods and techniques of planning and executing a comprehensive promotional program.
- Ability to establish and maintain effective working relationships with all levels of the public contacted in the course of work.
- Ability to design and prepare brochures, posters, slides and other promotional material.
- Thorough knowledge of the principles and practices of promotional work including media, printing, or journalism technology.
- Ability to prepare and present information in correct written or oral form.
- Ability to plan, manage, and coordinate tourism activities.
- Ability to analyze and interpret economic, trade and technical data and to draw valid conclusion from this material.
- Ability to organize and present technical information in a clear and convincing manner.

#### Minimum Education and Experience

Bachelor's degree with a major in crop science, animal science, horticulture or a related agricultural curriculum from an appropriately accredited institution and eighteen months of agricultural related experience; or an equivalent combination of education and experience.