

Class Concept

This is supervisory and administrative work in directing a public relations and information program for a State agency or institution. Responsible for the development and implementation of the communications strategy and objectives. Plan, design, and coordinate all public relations and public information activities. Supervise a group of lower level media specialists and clerical workers in implementing the desired programs. Work involves participating in the formulation of all agency programs, advising agency personnel on best methods for promoting activities, and serving as spokesperson for the agency or institution head to the public media. Work is performed independently 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 the principles and methods of planning and conducting a large-scale public relations program.
- Thorough knowledge of all technical processes involved in printing, film production, and other media techniques.
- Thorough knowledge of journalistic principles and techniques for disseminating information to the public through a variety of media.
- Ability to supervise a staff of subordinates in the preparation of written communications, film processing, layout techniques, and media contacts.
- Ability to exercise mature judgment in appraising and analyzing situations and making sound decisions.
- Ability to establish and maintain working relationships with the general public and representatives of the communications media.
- Ability to write according to correct English usage and accepted standards for media and press publications.

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 six 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.