

Class Concept

This is supervisory and administrative work in managing a public relations and information section, program, or sub-department for a State agency or institution. Responsible for the development and implementation of the section, programmatic, or sub-department strategy and objectives in support of overall Public Information department goals and objectives. Plan, design, and coordinate all section/program/sub-department activities. Supervise a group of lower level consultants, specialists, technicians and/or clerical workers in implementing the desired programs. 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. Work may include developing and recommending information strategies. Work involves initiating, developing, and maintaining working relationships with key internal and external individuals and organizations. Position interacts directly with agency senior management and subject matter experts to develop material that supports key message and theme of the agency. Work is performed under the general supervision of an 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 moderate size public relations program.
- Thorough knowledge of all technical processes involved in printing, film production, and other media techniques.
- Thorough knowledge of and experience with social media and a wide variety of social networking sites, as well as multimedia, web and intranet applications.
- Ability to write according to correct English usage and accepted standards for magazine and press publications.
- Ability to establish and maintain effective working relationships with representatives of the communications media and the general public.
- Ability to supervise a staff of subordinates.

Minimum Education and Experience

Bachelor's degree in Public Relations, Communications, Public Affairs, Media, Journalism, English or related field from an accredited institution and five years of experience in communications, public relations, or publicity work; or an equivalent combination of education and experience.