

## INFORMATION AND COMMUNICATIONS SPECIALIST I

### NATURE OF WORK

This is journalistic work in writing and editing news and informational materials to promote and explain agency programs and activities.

Employees are responsible for planning, preparing, and disseminating news releases and feature stories through the various news media on a variety of subject areas which do not ordinarily involve interpretation of highly controversial, technical, or otherwise complex matters. Work may involve writing and editing house organs, preparing brochures and pamphlets and taking and developing pictures to illustrate written materials. Work is reviewed by a supervisor for content and technical accuracy.

### ILLUSTRATIVE EXAMPLES OF WORK

Gathers materials through interviews and researching factual data and prepares news stories and articles on agency programs, activities, and personnel; distributes to appropriate news media such as press, radio, and television.

Gathers information, writes, edits, and prepares layout for house organs, brochures, and pamphlets. Prepares spot announcements for radio and television broadcasts to promote an agency theme or program.

Collects information and assists in composing speeches for agency officials.

Takes or selects photographs of persons and scenes to illustrate stories and articles.

Performs related work as required.

### KNOWLEDGES, SKILLS, AND ABILITIES

General knowledge of journalistic principles and practices.

General knowledge of the techniques of disseminating information to the public through a variety of news media.

Ability to write according to correct English usage and accepted standards of magazine and press publications.

Ability to establish and maintain effective working relationships with representatives of press, radio, and television and other persons contacted in the course of work.

### ACCEPTABLE TRAINING AND EXPERIENCE

Graduation from a four-year college or university, preferably with a major in journalism or English; or an equivalent combination of training and experience.

PREPARED BY  
NORTH CAROLINA STATE PERSONNEL DEPARTMENT

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