

INFORMATION AND COMMUNICATIONS SPECIALIST II

NATURE OF WORK

This is public relations work in conducting a promotional and informational program for a state agency or a major division within an agency.

Employees are responsible for the interpretation and dissemination of comprehensive and technical information through a variety of media to stimulate interest in agency programs and to inform the staff and the public of the operations and activities of an agency or division. Work involves developing relationships and coordinating activities with other agencies, divisions, and private organizations. Work requires the exercise of independent judgment and initiative and is performed under the general supervision of an agency or division head.

ILLUSTRATIVE EXAMPLE OF WORK

Writes for the press, radio, and television on a variety of technical, controversial or otherwise complex subject areas; writes feature articles for newspapers and outside publications.

Represents the agency or division head in developing and coordinating publicity and informational matters with other public and private agencies and organizations.

Prepares speeches for radio and television scripts from a general outline for the agency head and other officials.

Plans, writes, and edits agency publications on educational, informational, and promotional matters.

Takes photographs for departmental publications and to illustrate news releases and feature stories.

Plans and prepares agency displays and exhibits.

Performs related work as required.

KNOWLEDGES SKILLS AND ABILITIES

Considerable knowledge of journalistic principles and practices.

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

Considerable knowledge of the methods and techniques of planning, writing, and editing publications.

Ability to collect and prepare material for speeches.

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

Ability to edit and analyze informational material prepared by others.

Ability to establish and maintain effective working relationships with representatives of the 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 and two years experience in communications, public relations, or publicity work, or an equivalent combination of training and experience.

PREPARED BY
NORTH CAROLINA STATE PERSONNEL DEPARTMENT

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