

INFORMATION AND COMMUNICATIONS SPECIALIST III

DESCRIPTION OF WORK

This is public relations work involving directing a broad public information program in a state agency. Employees plan and coordinate the varied public information activities for an agency or institution which may involve supervising lower level specialists or clerical workers, assisting in formulation of policies for agency programs, and assembling and composing publications and promotional materials. Work is performed under the general supervision of the agency head or higher level administrative official and is evaluated for overall program effectiveness.

EXAMPLES OF DUTIES PERFORMED

Develops and implements information programs designed to acquaint the mass media with agency goals and objectives.

Maintains contact with newspapers, news services, radio and television stations, and other media for dissemination of materials.

Drafts speeches for public dissemination by agency personnel; occasionally serves as agency representative and speaker to civic organizations, business groups, and other agencies to promote and explain agency programs.

Edits periodic publications of the agency; writes materials for the publications and performs a variety of tasks in connection with makeup and distribution.

Prepares special reports and projects such as the agency annual report, State Fair exhibits, and research data and needed information for the General Assembly.

Performs related work as required.

RECRUITMENT STANDARDS

Knowledges, Skills, and Abilities

Thorough knowledge of journalistic principles and techniques for disseminating information to the public through a variety of media.

Thorough knowledge of the methods of planning, writing, and editing publications.

Considerable knowledge of the principles and methods of planning an agency public information program.

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

Ability to edit and analyze information materials prepared by others.

Ability to establish and maintain effective working relationships with representatives of the communications media and the general public.

Minimum Education and Experience

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