

Jurisdiction: MVWA
Jurisdictional Class: Competitive
Revised: 11/05/03

PUBLIC INFORMATION OFFICER

DISTINGUISHING FEATURES OF THE CLASS: This position involves consultation with Department heads and staff, to gain public support for programs and dissemination of information relative to activities concerning an agency. The duties involve responsibility for planning and carrying out promotional and informational functions concerning specialized programs in an agency, to build a strong working relationship with the media and the agency. Additionally the duties require the incumbent to establish and maintain good rapport with the media and the agency. The position requires imagination and a demonstrated ability for writing. The work is performed under the general direction of higher level staff person, with leeway allowed in carrying out the details of the work. Supervision over the work of others is not a responsibility of employees in this class. Does related work as required.

TYPICAL WORK ACTIVITIES: (Illustrative Only)

Plans, edits and writes articles and columns, newsletters and brochures regarding programs;

Meets with staff on activities and planned programs to prepare news releases and informational material for public dissemination;

Gathers information from a variety of sources to provide informational brochures which are useful and provide direction and information to various groups;

Aids staff in developing publicity related to program plans and to effectively communicate information or message to aid in program acceptance;

Maintains regular and continuing contact with the media to enlist interest in publishing or broadcasting news stories or features;

Aids in the development of format and layout to guide printers in the publication of a variety of material for information to be disbursed to the general public and/or special interest groups;

Works with printers, proofs material to be printed, maintains up-to-date mailing lists and generates a variety of material to be distributed within the community;

Assists others in planning booklets, pamphlets, newsletters, leaflets, and other materials;

Aids other in editing new releases and report articles;

Prepares a variety of records and reports related to the work.

FULL PERFORMANCE KNOWLEDGE, SKILLS, ABILITIES AND PERSONAL CHARACTERISTICS:

Working knowledge of the principles, terminology and techniques of publicity, promotion and journalism; working knowledge of methods and procedures of producing, publishing and distributing printed informational material; working knowledge of publicity and promotion techniques; ability to develop and maintain good working relationships with the media; ability to understand, interpret and prepare written material; ability to edit and proofread written material; ability to get along well with others.

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MINIMUM QUALIFICATIONS: Either:

- (A) Graduation from a regionally accredited or New York State registered college or university with an Bachelor's Degree in advertising, journalism, communications, public affairs, public relations, or a closely related field; **OR**
- (B) Graduation from a regionally accredited or New York State registered college or university with an Associate's Degree in advertising, journalism, communications, public affairs, public relations, or a closely related field **and** two (2) years of experience in public relations, advertising, communications, public relations, public affairs or journalism; **OR**
- (C) Graduation from high school or possession of a high school equivalency diploma **and** four (4) years of experience as stated in (B) above.

NOTE: Verifiable part-time experience will be pro-rated toward meeting full-time experience requirements.