

Specification for Class of

PUBLIC INFORMATION OFFICER 1

Abolished Initially Effective January 13, 2006

Abolished Final Effective February 10, 2006

Definition: Performs professional information and public affairs work for a State agency.

Distinguishing Characteristics: Positions at this level are assigned a variety of professional information responsibilities under the direct guidance and supervision of an information professional. Positions at this level are not assigned responsibility for an agency's total information/public affairs program. They may be assigned supervisory or lead responsibilities over technical staff (i.e., Editorial Assistants, Technical Writers, Graphics Assistants, etc.).

Typical Work

Gathers information through research and personal interview and writes news releases, speeches, radio and television announcements, articles, feature stories, and copy for pamphlets and brochures;

Selects, edits, lays out, and proofreads materials for agency reports, newsletters, and magazines; explains desired typography, illustrations, layout, and other requirements to printers and artists; distributes publications;

Locates reference sources and edits speeches and articles for other staff members;

Answers inquiries from public by letter or telephone;

Takes, develops, and prints photographs; maintains information and photo files; selects pictures for writers and publishers;

Advises representatives of other agencies on public information problems;

Performs other work as required.

Knowledge and Abilities

Knowledge of: techniques of news and feature writing, editing, composition, and layout of educational and promotional publications; English grammar, punctuation, spelling, diction; graphic arts and printing methods, materials, and terminology.

Ability to: speak publicly; write clear and interesting news releases, articles, stories, and other educational and promotional material; get along well with other employees and representatives of news media.

Minimum Qualifications

A Bachelor's degree involving major study in journalism, public relations, communications, or closely allied field.

AND

One year of experience in information, journalism, or public relations.

Additional professional experience in information, journalism or public relations will be substituted, year for year, for education.

NOTE: Qualifying experience is defined as:

Full-time, paid experience with a news media, or in marketing or promotional work, or mass communications; experience in advertising or public relations agencies; experience as an information official with an active public relations or public information organization; or experience as a bona-fide, free-lance, nonfictional writer.

Note: Experience as a salesperson, account executive, ad taker, proof reader, or closely related work is not qualifying for this class.

New class

Effective May 1, 1963

General revision

Effective November 1, 1968

Revised December 15, 1972

Revises definition and minimum qualifications

Revised June 15, 1990

Revises definition, distinguishing characteristics, minimum qualifications and

PUBLIC INFORMATION OFFICER 1

26300

title change (formerly Information Officer 1)