

Public Information Officers

Job Code	Job Title	Pay Grade
8185A2	Public Information Officer I	27
8186A2	Public Information Officer II	29

CONCEPT:

To promote public understanding of state agency objectives, functions and accomplishments through the use of several communications media. May serve as a liaison for legislative matters pertaining to the agency, analyzing agency programs and policies for their impact on public opinion, and representing the agency at public and governmental meetings and hearings.

TASKS:

- Plans, coordinates, and monitors the preparation and release of public information by developing program objectives or standards to determine priorities and procedures and evaluating effectiveness of publicity efforts.
- Writes, designs, and provides layout for new releases, newsletters, brochures, pamphlets and other informational materials and arranges for distribution.
- Interviews department officials and employees to obtain information about agency programs to write and edit information for agency publications, news releases, annual and special reports, speeches, and radio and television scripts.
- Confers, in writing or orally, with the general public, civil organizations, department officials and employees, and members of the communications media to establish and maintain liaison, answer inquiries and explain and interpret agency programs and services.
- Lays out and designs informational material by taking photographs, proofreading galley proofs and making arrangements for printing to prepare pamphlets, brochures and other materials.
- Edits manuscripts for publication; plans layouts, graphic illustrations, and directs the printing of publications.
- Plans, organizes and directs an extensive public relations program in a state agency; develops and oversees preparation by staff of policies and procedures governing public relations programs and media contacts; formulates budget proposals for public relations programs.
- Studies and evaluates department programs and policies from the viewpoint of public relations; advises administrative officials on public reaction to programs and policies and the effective presentation and promotion of public relations activities.
- Reviews and edits speeches, news releases, radio and television scripts; arranges speaking engagements, radio, television and other public appearances for agency activities; plans, organizes and directs the agency's speaker bureau.
- Makes speeches and performs radio and television interviews to represent the agency; directs the answering of correspondence pertaining to public relations; and performs and directs research activities to ensure accurate information is given to the public.
- Notifies agency staff of critical news items affecting the agency.
- Develops strategies for statewide promotional campaigns of agency programs; coordinates interagency public relations programs and activities.
- Reviews research information such as public opinions and reaction polls to plan and develop public relations programs and activities.

LEVELS OF WORK

- Class Group consists of two classes.

Public Information Officer I – This is skilled, creative work in planning and executing information programs through the use of several communications media. Work includes issuing information to news media, writing and designing informational material, setting program objectives and policies, and advising administrative or department officials on the public relations aspects of agency policies and programs.

Minimum Requirements: One year of experience in conveying information and analysis through composition of reports, articles and manuals and making formal presentations or achieving a common understanding or solution when there is dissension. Education may be substituted for experience as determined relevant by the agency.

Public Information Officer II –Serves as the senior information and communication officer working with statewide initiatives, while directing extensive informational programs and providing information regarding sensitive matters to the news media. Work may also include formulating budget proposals for public relations programs, studying and evaluating department programs and policies from the viewpoint of public relations, and may also make speeches and give radio or television interviews.

Minimum Requirements: Two years of experience conveying information and analysis through composition of reports, articles and manuals and making formal presentations or achieving a common understanding or solution when there is dissension. Education may be substituted for experience as determined relevant by the agency.

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