

PUBLIC INFORMATION SPECIALIST I

NATURE OF WORK

This is paraprofessional work assisting in the preparation of informational and related materials explaining departmental policies and objectives.

Work involves assisting in the preparation of informational and related materials which may include news releases, feature articles, public service announcements, pamphlets, flyers, posters, brochures and display ads. Work also involves assisting with the coordination and production of audio, visual and video information; and, contacting and conferring with individuals from government agencies, community organizations, professional and citizen advisory groups. Employees of this class are required to exercise independent judgment in completing assignments. Supervision is received from a professional or administrative supervisor with specific assignments being reviewed in progress and evaluated upon completion.

EXAMPLES OF WORK PERFORMED

Assists in the preparation of informational and related materials which may include news releases, feature articles, public service announcements, pamphlets, flyers, posters, brochures and display ads; assists with the coordination and production of audio, visual and video information.

Contacts and confers with individuals from government agencies, community organizations, professional and citizen advisory groups and the general public; provides information and explanation concerning the status of various County/City events, policies, procedures, programs, projects, activities, goals and objectives.

Coordinates assigned media projects and related equipment needs and maintenance; prepares and maintains required work records.

DESIRABLE KNOWLEDGES, ABILITIES AND SKILLS

Some knowledge of the preparation of written public information items such as news releases, newsletters and brochures.

Some knowledge of the preparation of audio, visual and video information.

Some knowledge of City, County and State agencies and their functions.

Ability to coordinate, compile and prepare reports from a variety of information sources.

Ability to establish and maintain effective working relationships with individuals from a variety of government and community agencies, co-workers and the general public.

Ability to communicate effectively orally, visually and in writing.

Skill in the use and care of video and audio production equipment.

DESIRABLE TRAINING AND EXPERIENCE

Graduation from a senior high school or equivalent supplemented by college level course work in journalism, communications, marketing, business or public administration emphasizing public relations, public affairs and public information work including some experience performing public relations work and/or producing public information materials.

MINIMUM QUALIFICATIONS

Graduation from a senior high school or equivalent supplemented by college level course work in journalism, communications, marketing, business or public administration emphasizing public relations, public affairs and public information work or any equivalent combination of training and experience which provides the desirable knowledges, abilities and skills.

Approved by: _____
Administrative Assistant to the Mayor Personnel Director

Revised 9/97

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