

## PUBLIC INFORMATION SPECIALIST II

### NATURE OF WORK

This is responsible technical and creative work involving the preparation of public information.

Work involves preparing a wide variety of informational materials which may include posts to social media, news releases, newsletters, feature articles, public service announcements, pamphlets, flyers, posters, brochures and display ads; coordinating and producing audio, video and visual information; and, contacting and conferring with individuals from government agencies, community organizations, professional and citizen advisory groups. An employee in this class works independently within the framework of County/City policy and departmental guidelines. Supervision is received from an administrative supervisor with work reviewed and evaluated in the form of conferences, reports and results achieved.

### EXAMPLES OF WORK PERFORMED

Contacts and confers with individuals from government agencies, community organizations, professional and citizen advisory groups concerning the status of various County/City projects, policies, procedures, activities, events and programs.

Coordinates and produces audio, visual and video information.

Develops, implements and oversees social media content; creates website content.

Prepares and disseminates informational and related materials which may include news releases, newsletters, feature articles, public service announcements, pamphlets, flyers, posters, brochures and display ads.

May assist a higher level professional in answering questions or resolving complaints from the general public; prepares and maintains required work records and reports.

Performs related work as required.

### DESIRABLE KNOWLEDGE, ABILITIES AND SKILLS

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

Knowledge of the preparation of audio, visual and video information.

Knowledge of Facebook, Twitter, LinkedIn and other social media best practices.

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.

Ability to make professional decisions within the framework of City/County governmental and departmental policies, procedures and practices.

Skill in the use of video and audio production equipment.

#### MINIMUM QUALIFICATIONS

Graduation from an accredited four-year college or university with major coursework in broadcasting, journalism, communications, marketing, business or public administration emphasizing public relations, public affairs and public information work or any equivalent combination of training and experience that provides the desirable knowledge, abilities and skills.

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