

CLASSIFICATION: PROGRAMS INFORMATION OFFICER

Class Code: 7118-23

Date Established: 05-19-72

Occupational Code: 7-3-7

Date of Last Revision: 7-17-15

Exempt Status: Non-Exempt

BASIC PURPOSE: To coordinate and implement programs associated with information, education and publicity functions charged to a state agency.

CHARACTERISTIC DUTIES AND RESPONSIBILITIES:

- Writes and designs fact sheets, brochures, news releases, newsletters, website content and other materials for public consumption on topics related to agency objectives and activities
- Identifies target markets and determines media and other advertising and public relations activities to reach target markets.
- Plans and executes marketing campaigns, including direct mail, public services, announcements and special marketing promotions.
- Speaks before audiences and secures speakers on diverse topics relative to agency objectives.
- Consults with department heads to gather information for news releases and other public information disseminations.
- Represents the agency to the printed and broadcast media in releasing news and informational material.
- Presents training sessions on communications and prepares graphic design and photographic material for internal and external use.
- Answers inquiries, both oral and written, including conducting surveys and preparing reports.
- Develops budget for public relations activities.
- Writes proposals for vendor bids; authorizes payment for vendor services.

DISTINGUISHING FACTORS:

Skill: Requires skill in analyzing and interpreting data, policy and procedures OR in using equipment in order to arrive at logical conclusions or recommendations.

Knowledge: Requires logical or scientific understanding to analyze problems of a specialized or professional nature in a particular field.

Impact: Requires responsibility for achieving direct service objectives by assessing agency service needs and making preliminary recommendations for the development of alternative short-term program policies or procedures. Errors at this level result in incomplete assessments or misleading recommendations causing a disruption of agency programs or policies.

Supervision: Requires partial supervision of other employees doing work which is related or similar to the supervisor, including assigning job duties, providing training, giving instructions and checking work.

Working Conditions: Requires performing regular job functions under good conditions in a safe working environment.

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Physical Demands: Requires light work, including continuous walking or operating simple equipment for extended periods of time as well as occasional strenuous activities such as reaching or bending.

Communication: Requires reviewing summaries and reports and making management level decisions to solve problems or to achieve work objectives as well as articulating and expressing those solutions and goals. This level also requires formal presentations of solutions and goals to employees and the general public to increase the responsiveness of the agency toward the demands of its client system.

Complexity: Requires coordinating a combination of diverse job functions in order to integrate professional and technical agency goals. This level also requires considerable judgment to implement a sequence of operations or actions.

Independent Action: Requires independent judgment in planning and evaluating work procedures and in supervising the development of professional, technical and managerial standards under administrative direction and according to broad departmental guidelines.

MINIMUM QUALIFICATIONS:

Education: Bachelor's degree from a recognized college or university with major study in journalism, arts, advertising, public relations, marketing, business administration, or a communications related field. Each additional year of approved formal education may be substituted for one year of required work experience.

Experience: Five years' experience in the field of journalism, advertising, public relations, marketing, business administration or other communications related field, two years of which shall have been associated with magazine or newspaper writing/editing, graphics, preparation of audiovisual or web-related material or other public relations experience. Each additional year of approved work experience may be substituted for one year of required formal education.

License/Certification: None required.

RECOMMENDED WORK TRAITS: Considerable knowledge of communications principles and practices. Considerable knowledge of the techniques of planning, composing, and editing writing diverse informational material. Considerable knowledge of English and composition; creative concept work, the printing industry, and world-wide web production. Knowledge of public relations and marketing techniques and procedures. Knowledge of various media needs and methods. Ability to appear before groups, speak effectively and answer questions from the audience. Ability to supervise a small staff of assistants in public relations work. Ability to seek out pertinent and newsworthy information. Ability to read proofs using standard proofreaders' marks. Ability to write audio and visual copy for both motion and still films and video tape for dissemination and utilization by the public. Ability to use a camera. Ability to design, write and layout newsletters and brochures. Ability to use a graphics page design such as Pagemaker, Quark Express or MS Front Page. Ability to establish and maintain effective working relationships with departmental officials, employees and outside groups and individuals. Must be willing to maintain appearance appropriate to assigned duties and responsibilities as determined by the agency appointing authority.

DISCLAIMER STATEMENT: This class specification is descriptive of general duties and is not intended to list every specific function of this class title.