

PUBLIC INFORMATION OFFICER

DISTINGUISHING FEATURES OF THE CLASS:

This position involves technical and other duties relating to public information activities. The duties include the preparation of newsletters, publications and news releases. The work requires creativity, the production of graphic materials, and a flair for writing. The work is performed under general supervision in accordance with policy and procedural guidelines with leeway for the use of independent judgment. Supervision of others is not generally a function of this position.

TYPICAL WORK ACTIVITIES:

The following is indicative of the level and types of activities performed by incumbents in this title. It is not meant to be all-inclusive and does not preclude a supervisor from assigning activities not listed that could reasonably be expected to be performed by an employee in this title.

1. Prepares and edits informational materials, such as newsletters, brochures, and press releases, employing a variety of computer graphics programs and techniques;
2. Researches and writes news releases, brochures, newsletters and narrative reports describing the agency's activities and objectives;
3. Meets with various agency personnel on activities and planned programs to prepare news releases and informational materials;
4. Takes photographs for use in newsletters, publications or press releases;
5. May communicate with printers and vendors to ensure work is on schedule and deadlines are met;
6. Uses various software programs, such as PhotoShop, PageMaker, Publisher, etc. to develop formats and prepare layout of final copy for newsletters and other publications;
7. Assists in organizing special events and meetings;
8. Maintains a newspaper clipping file and files of material related to the agency's programs;
9. May meet with local officials, citizens and other groups to assess needs and organize educational, informational and other local programs and promotions;
10. May recruit and manage qualified instructors;
11. Prepares exhibits and other public displays for presentations.

FULL PERFORMANCE KNOWLEDGE, SKILLS AND ABILITIES:

Knowledge of the uses and capabilities of photographic, audio-visual, digital, and other relevant equipment;
Knowledge of English grammar and usage;
Knowledge of software packages that shall include computer graphics to create informational material;
Knowledge of basic graphics techniques for the set-up and layout of publications and other printed material;
Ability to communicate effectively, both orally and in writing;
Ability to select appropriate computer and other graphics, photographs or charts that will make written text more effective;
Ability to get along well with others;
Personal characteristics necessary to perform the duties of the position;
Physical condition commensurate with the demands of the position.

PUBLIC INFORMATION OFFICER (Cont'd)

MINIMUM QUALIFICATIONS:

Graduation from high school or possession of a high school equivalency diploma AND:

- EITHER: (A) Graduation from a regionally accredited or New York State registered two-year college or business school with an Associate's degree in communications, public relations, journalism, advertising or a related field;
- OR: (B) One (1) year of work experience in public relations, community relations, advertising activities, radio or television broadcasting, newspaper or magazine reporting, or a related field, which included responsibility for writing original final copy which is distributed on a mass distribution basis;
- OR: (C) An equivalent combination of training and experience as indicated in (A) and (B) above.

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