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Class Specifications  
for the Class:

PUBLIC INFORMATION OFFICER

Duties Summary:

Develops, organizes, directs and coordinates a comprehensive statewide program to inform the public of departmental plans, activities and accomplishments; advises and instructs all levels of management and public information personnel on policy and other matters related to public relations, and maintains an effective channel of communication with other government, legislative and community agencies; and develops and implements a program of internal information flow to all staff; and performs other duties as required.

Distinguishing Characteristics:

This class is distinguished by responsibility for a statewide program of public information relative to the objectives, plans, programs and activities of a large department. A position in this class develops agency policy on public information and assures its implementation. It is located in the office of the department director and provides public information, guidance and expertise throughout the department.

Examples of Duties:

Drafts departmental policy for the release of information, and advises the department head and other staff on policy and other matters related to communications and public relations, and relationships between the department and other State, federal and county agencies, public and private organizations and the community-at-large statewide; analyzes department activities to determine public relations impact and recommends appropriate means to enhance public relations or solve public relations problems; advises staff and division personnel statewide on the release of information and conducts appropriate training in public relations; coordinates division level community relations projects; evaluates opinions, attitudes, probable public impressions and reactions of community segments; continually evaluates program effectiveness, adjusts to programs and policies on information and public relations from the State

and National levels, and prepares program reports; keeps abreast of all major departmental operations by attending briefings and reviewing correspondence; prepares major news releases, feature articles, and on occasion, radio and television scripts; arranges and conducts major press conferences; reviews departmental releases for compliance with established policy; establishes channels for dissemination of information and maintains personal contact with editors, news directors and bureau chiefs of local and national media; coordinates joint programs with other agencies and groups, and arranges for special coverage as required; develops and conducts educational programs on the purposes and opportunities within the department, and coordinates its implementation with community organizations and educational institutions; makes major editorial decisions on the department's annual report, establishes its layout, and coordinates publication; edits the departmental news publications; prepares graphic and/or written material for use in reports or speeches by the department head, and prepares and delivers speeches as required; may serve as a panel member in community or governmental discussions involving the department's mission; develops and produces audio-visual information and educational material; coordinates with artists and technicians on the fabrication of display materials; supervises the distribution of promotional materials; supervises a few clerical, technical and professional assistants as required.

Knowledge and Abilities Required:

Knowledge of: Public information principles, media and techniques; principles and techniques in writing informational material; instructional methods and techniques; preparing and editing copy for publication.

Ability to: Plan, develop, conduct and coordinate a public information program for a department; establish and maintain effective relationships with media representatives, departmental and other governmental officials, members of the general public, and others; speak effectively to groups and individuals; write clearly and concisely, and edit and otherwise prepare materials for publication; maintain the confidentiality of privileged information; be apprised of departmental objectives, programs and activities, and their implications.

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This is the first specification for the new class PUBLIC INFORMATION OFFICER.

DATE APPROVED: 6/30/75 /s/ Wayne Yamasaki  
for DONALD BOTELHO  
Director of Personnel Services

Note: Change class code from 2.957 to 2.956 per Departmental Circular No. 98-2, effective 6/10/98.