

Minimum Qualification Specifications
for the Class:

PUBLIC INFORMATION OFFICER

Basic Education Requirements

Graduation from an accredited four (4) year college or university with a bachelor's degree.

Excess work experience as described under the Specialized Experience, below, or any other responsible administrative, professional or analytical work experience that provided knowledge, skills and abilities comparable to those acquired in four (4) years of successful study while completing a college or university curriculum leading to a baccalaureate degree may be substituted on a year-for-year basis. To be acceptable, the experience must have been of such scope, level and quality as to assure the possession of comparable knowledge, skills and abilities.

The education or experience background must also demonstrate the ability to write clear and comprehensive reports and other documents; read and interpret complex written material; and solve complex problems logically and systematically.

Experience Requirements

Applicants must have had progressively responsible experience of the kind, quality and quantity described in the following paragraphs, or any equivalent combination of training and experience.

Specialized Experience: Three (3) years of progressively responsible full-time professional experience organizing, planning and conducting a program to disseminate information about the activities and plans of an organization to the public-at-large or to individuals affected by or interested in the organization's work. The experience must include evaluating the style, manner of presentation, the effect of written materials, exhibits, photographs, etc., in terms of its public information value; writing and editing material designed for a specific public information medium or a combination of media, e.g., television, radio, newspapers, publications, etc.

Non-Qualifying Experience:

1. Writing and editing experience is not qualifying if the experience has not also involved the determination of the appropriate information media to be used in order to reach a specific audience with the information so as to make the most effective use of a specific medium for information purposes. Examples of non-qualifying experience are writing and editing administrative manuals and instructions; or newspaper experience as a rewrite person or space contributor.
2. Public relations and press agent experience which has been concerned with publicizing individuals or products without relating the publicity to public information objectives.

Supervisory Aptitude: For positions that supervise, applicants must possess supervisory aptitude. Supervisory aptitude is the demonstration of aptitude or potential for the performance of supervisory duties through successful completion of regular or special assignments which involve some supervisory responsibilities or aspects of supervision, e.g., by serving as a group or team leader; or in similar work in which opportunities for demonstrating supervisory capabilities exist; or by the completion of training courses in supervision accompanied by application of supervisory skills in work assignments; and/or by favorable appraisals by a supervisor indicating the possession of supervisory potential.

Substitutions Allowed

1. Successful completion of the military Public Information Officer training with courses in Journalism, Photojournalism, Public Affairs, Broadcasting, and related courses, may be substituted for six (6) months of the Specialized Experience.
2. A bachelor's degree in journalism from an accredited college or university may be substituted for six (6) months of the Specialized Experience.
3. A master's degree in journalism from an accredited college or university may be substituted for one (1) year of the Specialized Experience.

Quality of Experience

Possession of the required number of years of experience will not in itself be accepted as proof of qualification for a position. The applicant's overall experience must have been of such scope and level of responsibility as to conclusively demonstrate that he/she has the ability to perform the duties of the position for which he/she is being considered.

Selective Certification

Specialized knowledge, skills and abilities may be required to perform the duties of some positions. For such positions, Selective Certification Requirements may be established and certification may be restricted to eligibles who possess the pertinent experience and/or training required to perform the duties of the position.

Agencies requesting selective certification must show the connection between the kind of training and/or experience on which they wish to base selective certification and the duties of the position to be filled.

Tests

Applicants may be required to qualify on an appropriate examination.

Physical and Medical Requirements

Applicants must be able to perform the essential functions of the position effectively and safely, with or without reasonable accommodation.

This is an amendment to the minimum qualification specifications for the class PUBLIC INFORMATION OFFICER, which were approved on October 17, 1977.

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