

**CLASS TITLE:**

**CHIEF OF INFORMATION  
AND PUBLIC RELATIONS**

**Class Code: 02761500**

**Pay Grade: 29A**

**EO: A**

**CLASS DEFINITION:**

**GENERAL STATEMENT OF DUTIES:** To initiate, plan, coordinate, supervise and review a continuous informational and public relations program for a state department or agency; and to do related work as required.

**SUPERVISION RECEIVED:** Works under the administrative direction of a superior with wide latitude for the exercise of judgement in work methods and procedures; work is reviewed usually upon completion for conformance to established policies and directions.

**SUPERVISION EXERCISED:** Supervises and reviews the work of subordinates assigned to assist in the execution of the program.

**ILLUSTRATIVE EXAMPLES OF WORK PERFORMED:**

To serve as the central source in a department or agency for the preparation and release of informational material and for the maintenance of public relation activities in accordance with instructions and policies of the head of said department or agency.

To be responsible for the initiation, planning, coordination, supervision and review of the continuous informational and public relations program.

To be responsible for writing or editing and adapting news releases, articles, stories, radio scripts and feature materials for use in local newspapers, radio stations and advertising agencies; to schedule a continuous flow of informational material to the general public and affected or interested groups in the state for the purpose of providing timely and useful information to improve public understanding, interest and cooperative reception to departmental or agency objectives.

To maintain satisfactory personal relationships with local newspaper representatives, radio station officials, educational institutions, community organizations and the general public to secure cooperation in the placement, use and distribution of informational materials.

To work closely with administrative, research and professional personnel in the development and utilization of informational material relating to subject matter of a technical, professional or policy nature.

To do related work as required.

**REQUIRED QUALIFICATIONS FOR APPOINTMENT:**

**KNOWLEDGES, SKILLS AND CAPACITIES:** A thorough knowledge of informational methods and public relations practices; a thorough knowledge of, and the ability to evaluate, the attitudes and reactions of interested and affected groups and their demands and needs for information about the department's or agency's programs and objectives; the ability to write or edit and adapt news releases, articles, stories, radio scripts and feature materials for use of local newspapers, radio stations and publicity agencies; the ability to develop and maintain satisfactory relationships with the press and radio station representatives, educational institutions, community organizations and the general public; and related capacities and abilities.

**EDUCATION AND EXPERIENCE:**

Education: Such as may have been gained through: graduation from a college of recognized standing with a Bachelor's Degree in Liberal Arts; and

Experience: Such as may have been gained through: employment in a supervisory position which involved responsibility for the organization and development of an informational and public relations program.

Or, any combination of education and experience that shall be substantially equivalent to the above education and experience.

Class Revised: July 30, 1967

Editorial Review: 3/15/03