

**CLASS TITLE: INFORMATION AND PUBLIC RELATIONS
SPECIALIST**

**Class Code: 02761200
Pay Grade: 21A
EO: B**

CLASS DEFINITION:

GENERAL STATEMENT OF DUTIES: To assist in executing 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 general supervision of a superior from whom work assignments are received; latitude is allowed for the exercise of some independent judgement in applying appropriate methods and techniques; work is reviewed in process and upon completion for satisfactory results.

SUPERVISION EXERCISED: May supervise the work of clerical assistants.

ILLUSTRATIVE EXAMPLES OF WORK PERFORMED:

To assist in a continuous informational and public relations program for a state department or agency.

As directed, to select, assemble and otherwise compile informational data and material for dissemination through such media as booklets, promotional layouts, advertising, news releases, radio and television programs, movies, speeches, discussions, exhibits, direct mail, newsletters and other related informational media.

When authorized, to make personal contacts with representatives of state departments, labor, management or civic and other organizations, the press and the general public; and to address these and others for the purpose of promoting understanding and acceptance of the purposes and activities of the department.

To prepare the less difficult layouts of classified and display advertisements, mail information, bulletins, etc.

To prepare reports of activities and the results obtained therefrom.

To do related work as required.

REQUIRED QUALIFICATIONS FOR APPOINTMENT:

KNOWLEDGES, SKILLS AND CAPACITIES: A working knowledge of the methods and techniques involved in the preparation and dissemination of informational material; a working knowledge of public relations techniques; the ability to assist in the preparation of effective written material for use in pamphlets, articles, leaflets, newspaper releases, radio, television and other manuscripts for the purpose of stimulating public interest; the ability to develop and recommend artistic designs and presentations; the ability to speak effectively before civic, business or other groups interested in the programs of the department or agency; 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 position which involved the preparation and dissemination of informational material.

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