

CLASS TITLE: PROGRAM INFORMATION OFFICER (DLT)

Class Code: 02587600

Pay Grade: 24A

EO: B

CLASS DEFINITION:

GENERAL STATEMENT OF DUTIES: To plan and conduct a public relations program which will create and maintain a favorable image for the Department of Labor and Training; to oversee the dissemination of labor market and other information; 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 independent judgement in applying appropriate methods and techniques; work is reviewed upon completion for conformance to directions and for results obtained.

SUPERVISION EXERCISED: Supervises the work of clerical staff.

ILLUSTRATIVE EXAMPLES OF WORK PERFORMED:

Writes and edits press releases and public service announcements using a personal computer and related software such as desk top publishing.

Maintains liaison with news media.

In cooperation with department staff, plans, designs, writes and coordinates distribution of in house informational bulletins.

Provides responses to public requests for information.

Evaluates and prepares fact sheets, news releases, photographs and video tapes for news media, employers and business organizations.

Coordinates and issues to newspapers, radio and television, public information and arranges for public service announcements to inform target groups of DLT services.

To do related work as required.

REQUIRED QUALIFICATIONS FOR APPOINTMENT:

KNOWLEDGES, SKILLS AND CAPABILITIES: A thorough knowledge of Employment and Training Programs and methods and techniques involved in preparation and dissemination of informational material; a thorough knowledge of public relations techniques; an introductory knowledge of the characteristics and capabilities of printing methods, typography, layout and composition; the ability to apply the principles of communication theory in choosing appropriate methods and techniques of disseminating information for desired audiences; to arrange, compose or edit given information of the targeted audience; to present verbal, written or graphic information in a creative, tasteful and effective manner; the ability to establish and maintain effective working relationships with superiors and associates, other agencies and the public; and other related capacities and abilities.

EDUCATION AND EXPERIENCE:

Education: Such as may have been gained through: graduation from a college of recognized standing; and
Experience: Such as may have been gained through: employment in a 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 Created: January 12, 1992

Editorial Review: 3/15/03