

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

**Class Code: 02761300
Pay Grade: 24A
EO: B**

CLASS DEFINITION:

GENERAL STATEMENT OF DUTIES: To perform responsible work in 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 independent judgement in applying appropriate methods and techniques; work is reviewed usually upon completion for conformance to directions and results obtained.

SUPERVISION EXERCISED: Supervises and reviews the work of technical and clerical employees engaged in the preparation and presentation of informational and public relations material.

ILLUSTRATIVE EXAMPLES OF WORK PERFORMED:

To perform responsible work in a continuous informational and public relations program for a state department or agency.

To select, assemble, organize and otherwise compile and prepare informational data and material for use of a departmental or agency officials to publicize the effectiveness of the department's or agency's programs.

To participate in the maintenance of a sound public relations program in accordance with the instructions and policies of the departmental or agency head.

To prepare informational data and material for dissemination through such media as booklets, promotional layouts, advertising, news releases, radio and television programs, movies; to prepare for superior speeches and material for discussions; to develop and utilize direct mail, newsletters and other informational media.

When authorized, to make personal contacts with representatives of state departments or agencies, labor and management officials, civic groups, the press, and with the general public; and to address these and others to promote understanding and acceptance of the purposes and activities of the department or agency.

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

To prepare reports of activities and the results obtained therefrom.

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

When directed, to provide technical informational assistance to communities and civic organizations in their effort to develop, plan, execute and publicize a variety of special events.

To do related work as required.

REQUIRED QUALIFICATIONS FOR APPOINTMENT:

KNOWLEDGES, SKILLS AND CAPACITIES: A thorough knowledge of the methods and techniques involved in the preparation and dissemination of informational material; a thorough knowledge of public relations techniques; the ability to organize and prepare effective written materials 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 evaluate publicity media and to recommend appropriate media for specific purposes; the ability to speak effectively before civic, business or other groups; 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 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

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